



**AIR-INDIA**  
*International*

**AIR-INDIA**  
*International*



Air travel is the most important method of transportation because of the long distances between the focal points of industry and the places of culture of the Sub-continent. Air-India International and the Indian Airlines Corporation have frequent services linking the large cities and places of tourist interest.

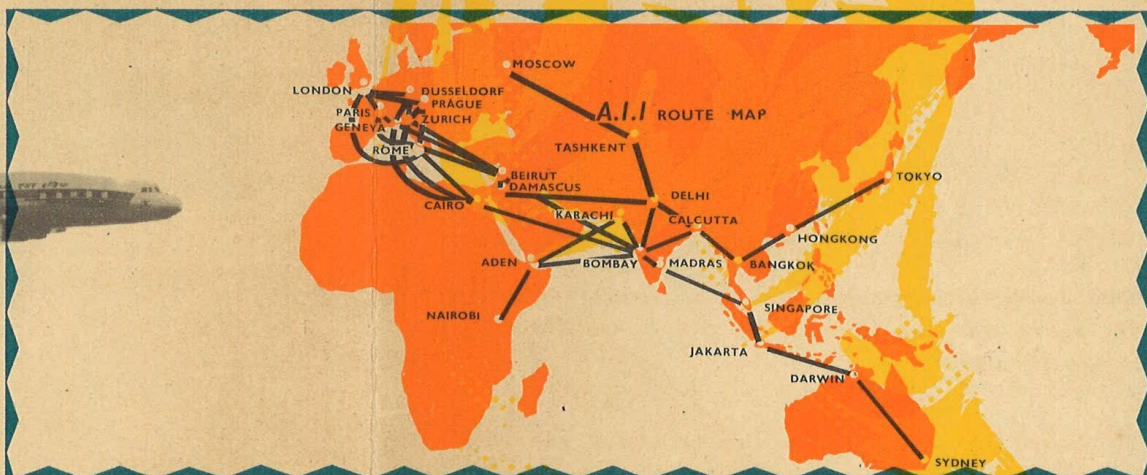
The Indian Airlines Corporation, which operates the domestic services in India, has a fleet of Viscounts, Dakotas, Vikings, Sky-masters and Herons. On an average I.A.C. has carried over 50,000 passengers annually since 1953. Since 1947, many air-fields have sprung up at different parts of the country and within easy reach of many historic places.

Air-India International, which operates a fairly vast network of services outside the country, has been promoting traffic to India from different parts of the world.

On the Far-East, A-I.I. serves important cities like Singapore, Jakarta, Sydney, Bangkok, Hong Kong and Tokyo. There is also a bi-weekly service from Nairobi to Bombay via Aden and Karachi. On the India-U.K. route A-I.I. operates a daily service via Cairo, Damascus, Beirut, Rome, Zurich, Geneva, Prague, Paris, Dusseldorf. The Delhi-Moscow service is operated once a week.

The present fleet of A-I.I. consists of 10 Super Constellations. The Super Constellations are now fitted with weather-probing Radar equipment to ensure smoother and faster flights despite adverse weather conditions.

By 1960, A-I.I. will acquire three Boeing 707 Inter-Continental Jet Airliners. These aircraft, which will be pressed into service on the trunk routes, will reduce the present flying time by half and provide maximum comfort to passengers of the Jet Age.



- ★ Every First Class Seat a Slumberette
- ★ Choice stop=overs en route
- ★ Courteous, personalised service
- ★ Highly trained technical personnel



# Slumberette Comfort and Excellent Food



The slumberette enables you to sit erect while eating, tilt back with ease for reading and to recline fully for complete relaxation.

On board Air India's Super Constellations you will enjoy choice vegetarian and non-vegetarian meals. A wide variety of reading material is also provided.

Air India's hostesses are famous for their charm, their poise and their friendliness. You will cherish the pleasant memory of their courteous, personalised service on board the aircraft.



East or West, fly Air India.

## AIR-INDIA



## International



# ART & ARCHITECTURE

## — the cultural heritage of India

Spices and incense, jasmine and gulmohor, temples and palaces, old villages and modern cities; there are few countries in the world which are so rich in colour. Visitors are always interested in the handicrafts and textiles of India: carpets, embroidery and wood carving from Kashmir; brocades from Banaras, Delhi and Jaipur; jewellery, Mysore ivory, silk and sandal-wood and 'Bidriware' (inlaid metalwork) from Hyderabad, these are just a few of the infinite variety of handicrafts.

WHETHER A PHOTOGRAPHER, SOUVENIR HUNTER OR SIGHTSEER, THERE IS MUCH TO SEE AND DO

**BOMBAY**—Gateway to India is a city of many attractions. On the outskirts are the palm-fringed beaches of Juhu and Marve, while across the harbour the island caves of Elephanta make a pleasant visit for those interested in ancient sculpture. One can also fly in less than one hour to Aurangabad and see the world famous frescoes in the Buddhist caves of Ajanta.

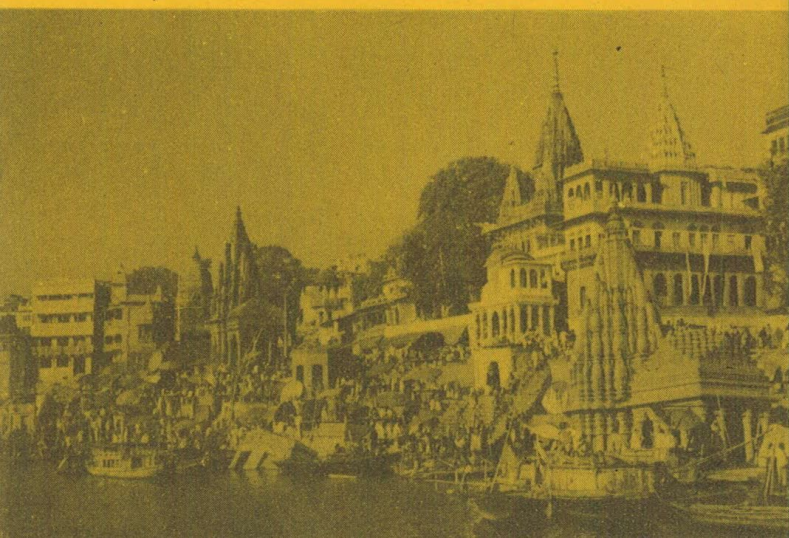
The paintings at Bagh, the magnificent stupas at Sanchi, the beautiful Rupmati pavilion at Mandu, and the exquisite carvings of the temples at Khajuraho, make Central India rich in artistic treasures.

**NORTHERN INDIA** is largely a land of great river-fed plains. On the banks of the River Jumna is New Delhi the Capital of India, where cities have risen many times and only ruins mark their sites today. These Delhis of the past—the red fortresses, town of Anang Pal, the city built by Prithvi Raj, the city of Shah Jehan, form a fitting background for New Delhi. A short distance from Delhi is Agra, where Shah Jehan built the Taj Mahal to the memory of his wife Mumtaz. On the river Ganga is the holy city of Banaras, which from time immemorial has been a place of learning. Bodhgaya is another city of history and pilgrimage where, under a pipal tree Gautama, the Buddha, meditated and attained enlightenment.

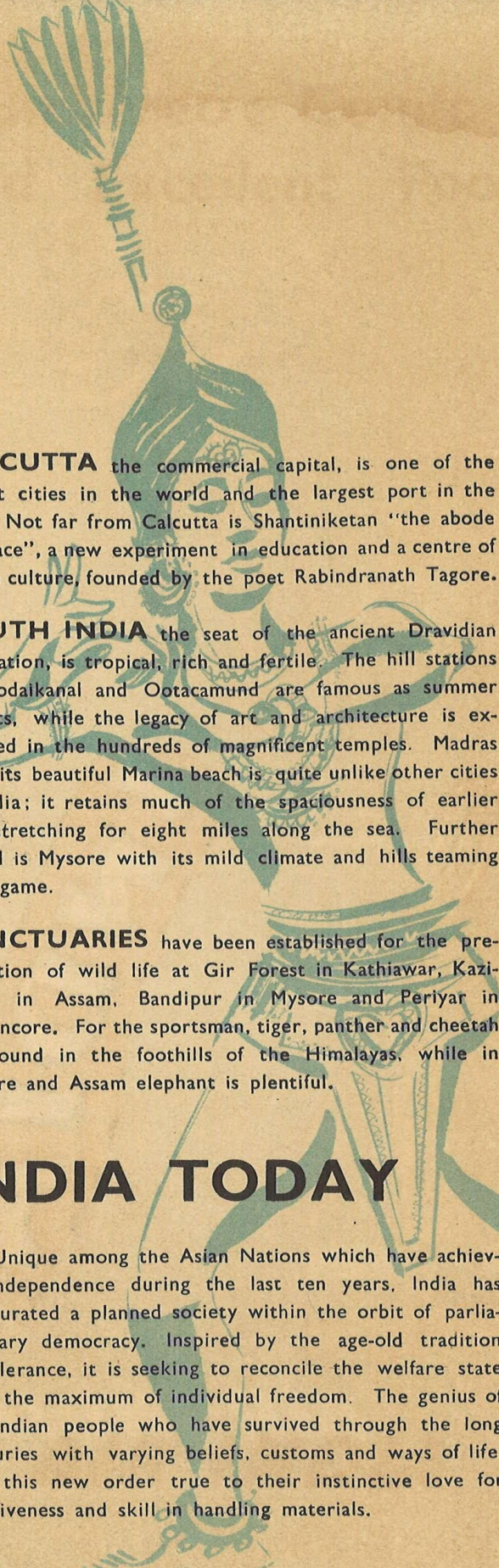
**KASHMIR** a land of lakes and pastures, forests and rivers surrounded by snow-capped mountains, have made Kashmir likened to an "emerald set in pearls" Nostalgic for the Persian landscape, the Moghuls created the lovely Shalimar and Nishat gardens in Srinagar.

Towering over the Gangetic plain rise the peaks of the Himalayas—the roof of the world. Set on a mountain ridge, Darjeeling is one of the loveliest hill stations in this area.

*Bathing Ghats at Banaras  
on the bank of the river Ganga.*







**CALCUTTA** the commercial capital, is one of the largest cities in the world and the largest port in the East. Not far from Calcutta is Shantiniketan "the abode of peace", a new experiment in education and a centre of Indian culture, founded by the poet Rabindranath Tagore.

**SOUTH INDIA** the seat of the ancient Dravidian civilisation, is tropical, rich and fertile. The hill stations of Kodaikanal and Ootacamund are famous as summer resorts, while the legacy of art and architecture is expressed in the hundreds of magnificent temples. Madras with its beautiful Marina beach is quite unlike other cities in India; it retains much of the spaciousness of earlier days stretching for eight miles along the sea. Further inland is Mysore with its mild climate and hills teaming with game.

**SANCTUARIES** have been established for the preservation of wild life at Gir Forest in Kathiawar, Kaziranga in Assam, Bandipur in Mysore and Periyar in Travancore. For the sportsman, tiger, panther and cheetah are found in the foothills of the Himalayas, while in Mysore and Assam elephant is plentiful.

## INDIA TODAY

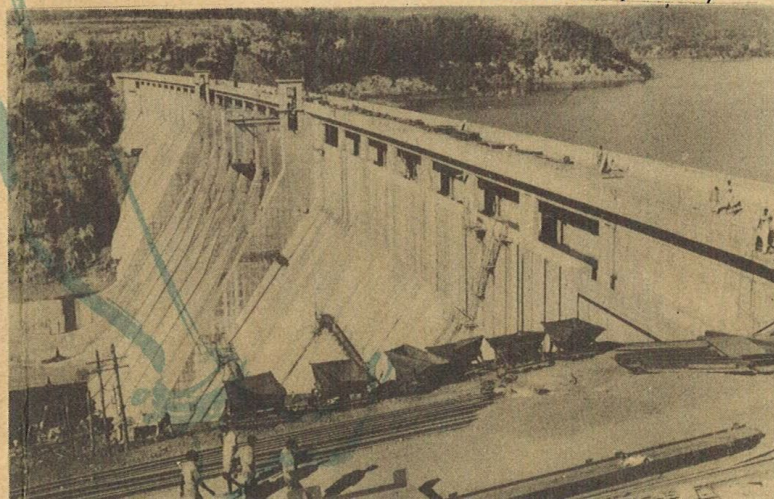
Unique among the Asian Nations which have achieved independence during the last ten years, India has inaugurated a planned society within the orbit of parliamentary democracy. Inspired by the age-old tradition of tolerance, it is seeking to reconcile the welfare state with the maximum of individual freedom. The genius of the Indian people who have survived through the long centuries with varying beliefs, customs and ways of life, find this new order true to their instinctive love for creativeness and skill in handling materials.

After the emphasis given to agriculture in the First Five Year Plan which gave India self-sufficiency in food, the Second Five Year Plan envisages the extension of the forward sector of industry. More than 150 river valley projects, some of which are multi-purpose like the Hirakud Dam, Bhakra Nangal Dam and Damodar Valley Project are in progress. The Government has set up new factories at Sindri to manufacture fertilisers, Chittaranjan to manufacture locomotives and machine tools, and Bangalore to manufacture telephones, cables and aircraft. To provide greater facilities for training and practice in scientific research, twelve national laboratories have been opened. Educational facilities are being expanded to meet the requirements of New India and the Community Projects and National Extension Service are completely refashioning the entire fabric of Indian village life.

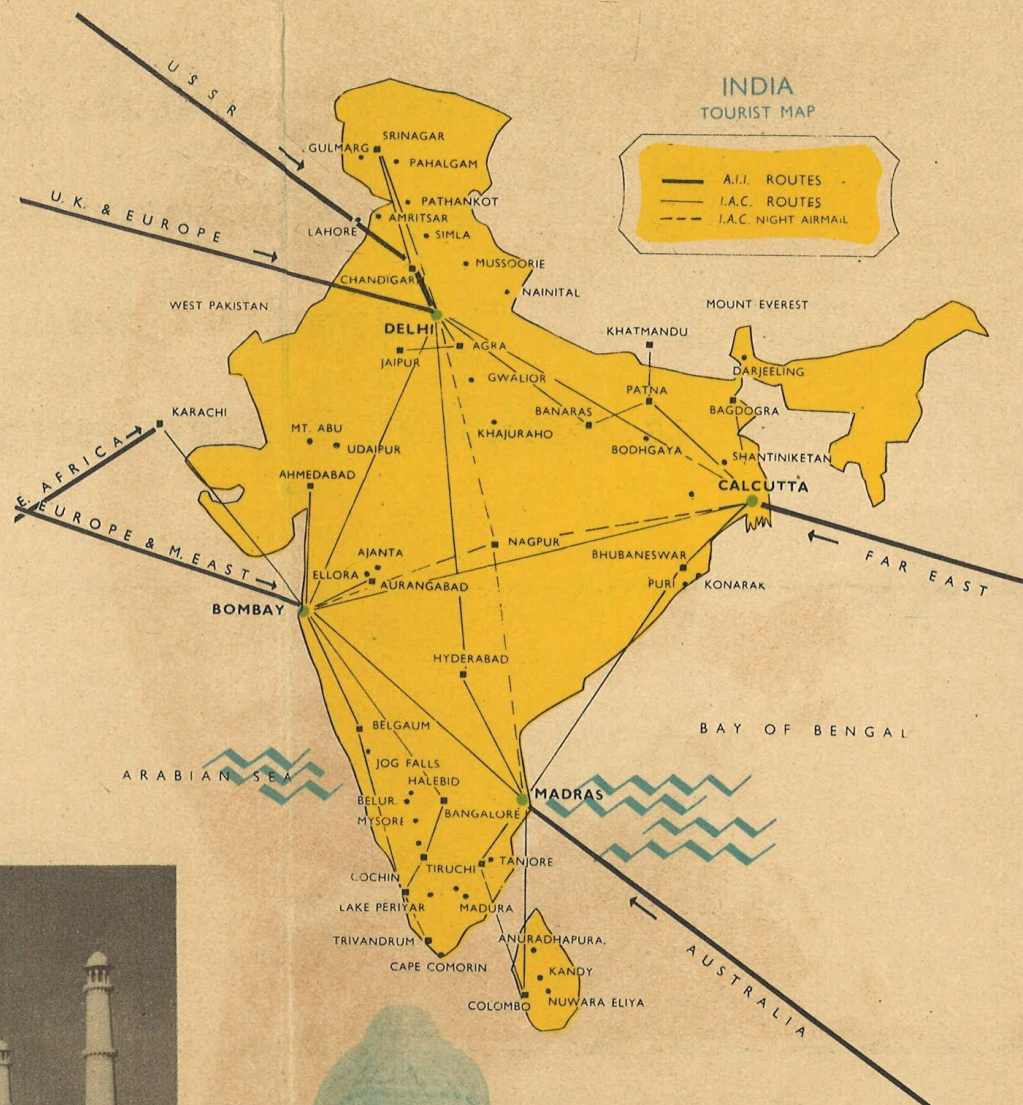
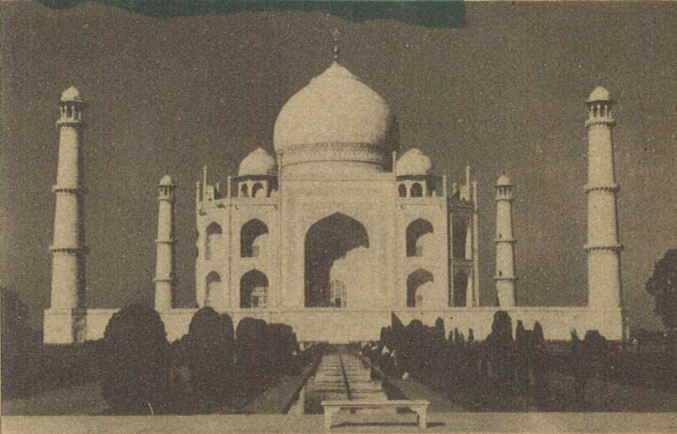
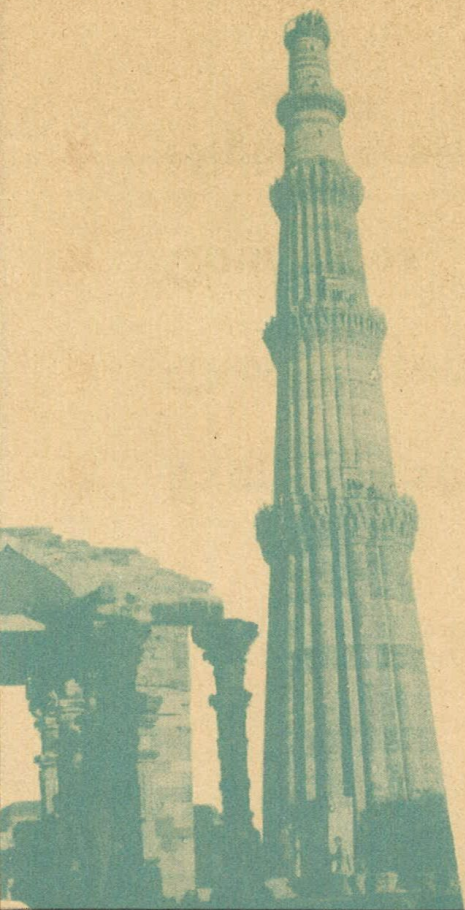
The enthusiasm of the people of India is manifest in the Nation-wide voluntary participation of its vast population engaged in the community development schemes. The National Cadet Corps, comprising of boys from Universities and Colleges, build roads, schools, wells, etc., during their vacations. Community project workers are showing the people of the villages how to lead a more economically sound life. They show more advanced farming methods and teach new forms of cottage industries such as weaving, basket making, knitting, etc. in their spare time.

The aim of the Second Five Year Plan, now under way, is to evolve a better economy which would provide ever widening employment opportunities and raise the standard of living through increased production and better distribution.

*Vaitarna Dam, Bombay*







**Top :** Completed in 1199 A.D. by Sultan Qutub-ud-Din Aibek the Qutub Minor in Delhi stands 238 feet high in mute testimony of the architectural splendour of India.

**Centre :** 'A must' in the tourist itinerary is one of the wonders of the world, the Taj Mahal, a poem in marble built by Shah Jehan in memory of his beloved.

**Bottom :** On the Chamundi Hills about six miles away from Mysore, reclines this huge bull carved out of a Single rock.



# A TWO-WEEK BASIC ITINERARY

An Air-India Super Constellation plane, spanning the oceans and deserts in a matter of hours, will land you in Bombay, the Gateway of India. Next morning across the harbour you will go ashore a small island decked with tropical vegetation to admire a nineteen-feet high three-headed bust hewn in a single rock. You will wind your way to the Hanging Gardens to see the whole sweep of Bombay and at night the myriad lights of Marine Drive aptly described as the Queen's Necklace.

A 3-hour morning flight by pressurised Viscount will transplant you at New Delhi, metropolis and capital city of India, where the past still lives in the city of the present. Monuments dating from 300 B.C. glamorously stand out amidst the growth of a spreading modern city.

A 3-day car circuit will drive you to the world famous Taj Mahal, an immortal monument to a Moghul Queen, from this white edifice to the pink-city of Jaipur which will unfold in its building and people colours never to be forgotten — nor will you forget the elephant ride to Amber Palace. A short flight from Delhi will be reached the religious capital of India from beyond historical times, city of Banaras, also claimed to be the oldest in the world. Photographers will find exciting hours on the holy river Ganges, temples, religious disciples, pilgrims performing ablutions. Peace and tranquility will be found at Sarnath where Lord Buddha made known his doctrine.

Calcutta, displaying its interesting contrasts, will be your next step on your way to Bhubaneshwar, the

cathedral city of India. Over a hundred medieval temples built from the 8th to the 13th centuries—From the Eastern shores of Puri standing in lonely splendour is the Sun God temple of Konarak—Over the Bay of Bengal a few hours flight will introduce you to the chief port of the East Coast, Madras, also appropriately called the cultural gateway to the South. It is the home of Carnatic music and Bharata Natyam, classical dance. Unique specimens of Pallava architecture and art can be admired at Mahabalipuram 37 miles south of Madras, the rock hewn temples, caves and monoliths.

Those who long to find peace and relaxation should extend their tour by one week to have a glimpse of the mighty Himalayan Peaks, the Moghul Gardens and Springs of Kashmir.

The world famous frescoes of Ajanta and Ellora can be easily reached from Bombay.

## Itinerary

1st day in Bombay	8th day in Calcutta
2nd day in Bombay	9th day in Bhubaneshwar
3rd day in Delhi	10th day in Madras
4th day in Delhi	11th day in Madras
5th day in Agra	12th day in Mysore
6th day in Jaipur	13th day in Bangalore
7th day in Banaras	14th day in Bombay

## GENERAL INFORMATION

### Passport and Visas:

A valid passport with Tourist Visa.

### Health:

Vaccination against Smallpox and Innoculation against Cholera on International prescribed forms recommended.

### Tourist Introduction Card:

Holders of Tourist Introduction Cards are extended various facilities in Immigration, Customs, Liquor Permits, Issuance of Kashmir Permit, etc.

### Customs Regulations:

The Customs authorities are liberal towards bona-fide tourists, i.e.

- (i) Cigarettes 200
- (ii) Cigars 50 or

(iii) Tobacco 1 lb

(iv) Alcohol. One regular bottle of wine and one quarter litre of spirit (1/3rd bottle)

### Currency:

The tourist is allowed to bring into India any amount of Indian or Foreign currency notes except Sterling Pounds limited to £10 per head. The Foreign currency must be declared on a Currency form at the port of entry in order to facilitate official exchange and re-export of it. No declaration is necessary for Travelers Cheques and Demand Drafts.

### Postage: AIR-MAIL

	Europe	Africa	America
Postcard	0.40	0.50	0.65
Aerogramme	0.50	0.60	0.75
Letter ½ oz.	0.90	1.10	1.50



# INDIA

## a glorious past

*India*—the land of tradition and culture, picturesque customs, great artistic and literary achievements—has always attracted visitors from all over the world.

Few countries can rival India in geographical diversity. From the frigid Himalayas to the warm Southern tip of Cape Comorin can be found a climate of almost every type. Monsoon lasting from June to September gives the country its annual rainfall.

The civilisation of India is one of the most ancient in the world, dating back to the third millennium B.C. When the Aryans came in about 1500 B.C. they found a highly developed urban civilisation with well planned cities, with wide roads, sanitary drainage, baths and granaries as well as nationalised insurance and State Banks.

Out of the intermingling of the Aryan and indigenous Dravidian cultures, developed three great schools of thought, Hinduism, Buddhism and Jainism, attendant with their respective religious content and systems of philosophy. The visible evidence of the influence of these on the country's cultural achievements are the great temples, monasteries, sculptures and frescoes.

Buddhism became the philosophical basis for the first Indian Empire founded by Chandra Gupta Maurya in 325 B.C. and was widely propagated later by Emperor Asoka. With the disintegration of the Mauryan Empire, India remained in a state of unrest until the establishment of the Gupta Empire in 320 A.D. The Gupta Era was the Golden Age of India marking the zenith of Indian civilisation. The period following the Gupta Empire covering the transition from ancient to medieval India, is one of even more elaborate, artistic production. The country was once again divided into small kingdoms under the Rajput Princes, and eventually became united with the invasion of the Moghuls in the 16th century. The Muslim Kings brought with them the ancient Persian culture which fused into Indian life a new force and gave out an even more elaborate, artistic production. Scattered over Northern India today are magnificent buildings, tombs, palaces and mosques standing as symbols of the Moghul Rulers.

The imprints of these various cultures still remain on the life of the people today in the forms of music and dance. Evolved throughout the centuries these arts have reached a very high standard.

The 17th century saw the foundation of the East India Company and the rule of the British which was to last for 250 years, until India gained her Independence in 1947 and became a Republic on 26th January, 1950. The executive authority is vested in a Cabinet of Ministers, responsible to the elected Parliament. Through the recommendations of the States Reorganisation Commission, which became effective from November 1956, the country is now divided into fourteen states. This re-arrangement of internal boundaries facilitates the administration and preserves the unity of the country.

India, with her many different peoples and religions naturally presents a picture of many varied customs and colourful festivals. January, the 26th, is marked as the National Republic Day and is celebrated with great jubilation and national pride. Flag-hoisting ceremonies, processions and public meetings are held in every town and village.

Dasara, a festival most widely celebrated in India during October, is at its best in Mysore, and lasts for 10 days. In Delhi, Dasara is celebrated by burning effigies of the demon King Ravana.

Diwali is a festival of lamps held in New Moon of Kartik (October/November) and is celebrated throughout the country with fire-works. Durga Puja, worship of the Goddess Durga, is the most important festival in West Bengal and is held in October, while Holi, the Hindu spring festival held in March, is celebrated with spraying coloured water and powder, and Moharum (though a Muslim festival of mourning) present some of the most colourful sights in India.