

AIR-INDIA

Magic Carpet

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Hello to a new Hotel



To formally inaugurate the Centaur Hotel, Air-India invited last month groups of journalists from the United States, Britain, Europe, Australia, New Zealand and South East Asia to familiarise them with the various facilities the Hotel offers. This Hotel, only a few hundred yards away from the Bombay Airport Terminal Building, is India's only 5-star airport hotel, partially opened in May 1975 and now fully operational.

For the convenience of its passengers Air-India has a Counter with check-in facilities for residents and first class passengers. The Counter also handles Customs clearance of passengers on departure. Air-India has also taken up 3,500 sq ft space in the Hotel which has been specially designed in Air-India's traditional style as a Maharajah Lounge.

The Centaur, built on an area of 35,000 sq yds, was built and is operated by the Hotel Corporation of India Limited, a wholly-owned subsidiary of Air-India. A special feature of the Hotel is that it has a circular construction with all the 300 rooms inside overlooking the inner courtyard which has a swimming pool in the centre and a beautiful garden all around it.

Despite the proximity of the airport and the highway, the building has been effectively sound proof-

ed by double glazed windows, 13" thick outer walls with small windows and corridors on every floor to make the environment serene and quiet. The 5-star Hotel has 300 rooms with wall to wall carpeting with attached bathrooms with hot and cold water. Each room has a four-channel stereophonic music system and individual temperature control units. Of these 300 rooms, 50 per cent are furnished with a studio type layout while the rest of the rooms are in the conventional twinbed style. In addition, there are nine specially designed suites and the interior of each suite is in a different colour scheme with varying type of furniture.

The Hotel has a bar and four restaurants. The Coffee Shop provides snacks and meals round-the-clock. The Rotisserie, a deluxe restaurant which

extends to the edge of the pool, specialises in grilled food and sizzlers. Chinese and Indian cuisine is served in the Oriental Restaurant while the Continental Restaurant has specialities prepared at the tableside.

Among the other facilities are a book shop, beauty salon, barber shop, health club (with separate sections for men and women), full fledged nursery with a qualified nurse, laundry and dry cleaning service, bank, money exchange facilities round-the-clock, secretarial service, courtesy coach service between the airport and the Hotel as also twice-a-day coach service between the Hotel and the city. There are also shops selling jewellery, antiques, leather goods, handicrafts, carpets and garments. □

Title for Ivanka

MISS Air-India, Ivanka Kuliskova, 25, won the Miss London Airport contest this month. Placed second in the contest was Miss Air Canada and Miss Iberia.

Czech born Ivanka has been with Air-India for five years. She is based at Heathrow airport, London, where the contest was held. Ivanka was one of the 20 entrants competing for the title on the twentieth anniversary of the contest. All the contestants were airline passenger handling ground staff from different airlines, who wore their uniforms for the event.

Ivanka can look forward to an exciting year in office making 'per-

sonal appearances' at every function. In fact she has so many friends at the airport that her success was a popular win. Ivanka is a pretty blue-eyed blonde whose ambition, while working with Air-India, is to be an amateur magician as well.

The contest was held at Skyline Hotel opposite Heathrow airport. The judges were Mr K.B. Walter, the Airport Director (British Airports Authority); Stephen Roe, Editor of the Travel Trade Gazette; and Nick Holland, Sales Manager of the Skyline Hotel.

This contest is organised annually by Brenard Press Ltd, airport photographers and publishers.

Bill Brenard, one of the Directors of Brenard Press, congratulating Ivanka Kuliskova on her success.

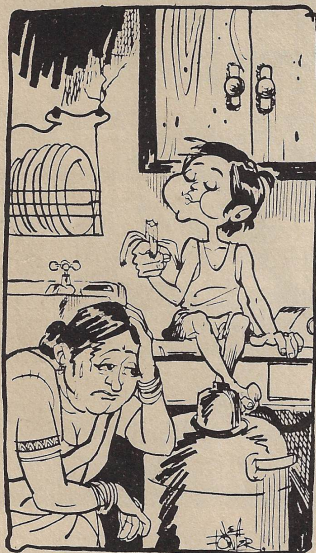


RANDOM JOTTINGS

or travelogue with a difference

By WONDERING MIND

Fire-eaters, sword-swallowers, even those who push down their gullets—and deftly regurgitate—live young mice, are not unknown. Neither are young children who swallow whatever is handy. Pins, needles, nails, razor-blades or marbles all go down as easily as icecream. But little does one realise, in the case of young children, the fuss and bother that accompany such an event unless one is closely associated with it. Like the author was, not so long ago. He takes time off this month from discussing personalities to telling you all about it.



It was a lovely Sunday morning last January. I was sitting all by myself on the 20th floor at Nariman Point surrounded by a mass of paperwork that had accumulated during a dreadfully busy week. If I don't clear this by Monday morning, I'll surely be in trouble, I thought despairingly. Never had the cares of office weighed more heavily on my shoulders.

The telephone rang. It was my wife. She was apparently in the throes of a First-Class Domestic Crisis. The five-year-old son of our cook-cum-general-factotum, it transpired, had swallowed a ten-paise coin. The man of the house was urgently needed at home to conduct excavation operations. So, simultaneously heaving a sigh of relief and my bulk out of my chair, I headed homewards.

The scene at home could well have formed the subject of one of those specially-commissioned paintings depicting "The History of Ancient Medicine". The patient, young Prahlad, was perched on the kitchen table, nonchalantly munching a banana. His mother lay almost prostrate, her vast bulk firmly wedged between the gas cylinder and the kitchen sink. The microscopic kitchen was full of fluttering females and chattering children who so miraculously appear on the scene on occasions such as this. My wife was patiently trying to administer to Prahlad a stiff dose of castor oil with the obvious intention of flush-

ing out the villain of the piece, but with little success.

While my eyes took in this scene, I remembered an old story of a lady who frantically rang up her family doctor. "Doctor," she screamed into the phone, "I was writing a very important letter and my two-year-old son snatched the ball-point pen from my hand and swallowed it. What shall I do, Doctor, what am I to do?" "Keep calm," advised the Doctor, "just put him in a taxi and bring him over to my dispensary." A few minutes later, the medical man's phone rang again. "It's all right, doctor," said the lady, "I found another pen!"

Noticing that the situation in the kitchen was rapidly deteriorating, I promptly took charge and got on the phone. I spoke to the lady doctor at the nearby naval hospital and gave her a swallow-by-swallow account of the whole incident. She told me, in no uncertain terms, that no form of purgative, laxative, palliative, genitive or dative should be given. I should bring the boy round to the hospital at once.

Once there, an X-ray was taken. The picture showed the coin peacefully reposing on its edge in the vast recesses of the lad's stomach. Its attitude suggested, at least to my unaccustomed eyes: "You may do your darndest, but I'm staying put."

A young navy doctor, obviously fresh from staff college, treated me to an illuminating discourse on the various courses open to the enemy. He could take the easy way out fairly fast, or could take his own time doing so. Or he could decide to give us a run for our money and lodge in one of the numerous crevices, cornices, crannies or cubby-holes that the average stomach contains. And that, he cheerfully assured me, would mean an operation. I timidly suggested a layman's remedy. Why not requisition the services of our servant's grocer — she was always complaining that he could take out money from anyone. My suggestion was not well received.

I was advised to take the little boy home and feed him well with bananas, porridge, custard, puddings and other forms of expensive food. This, I was informed, would help clothe the coin in a soft coating and would facilitate evacuation. I was to return with the boy the next day if the coin still remained motion-less.

The next morning, the suspense was tremendous. Would Prahlad deliver the goods? But the coin

failed to put in an appearance. And I consoled them all with the thought that money seldom turns up when one wants it to. So it was back to the hospital for us.

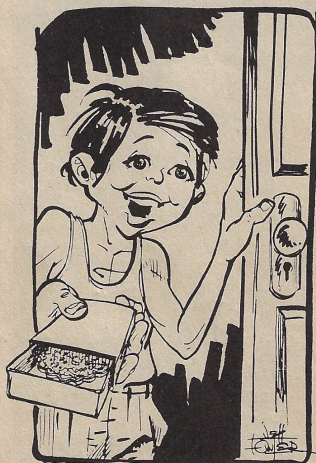
The second X-ray showed the ten-paise coin in all its cupro-nickel splendour. I could even read the date on it. It had travelled quite a far way down in its peregrinations, but its future course seemed to be shrouded in intestinal secrecy. I was advised to carry on with the banana-porridge-custard-and-hope-for-the-best diet.

When I reached home late that Monday evening, tired out with my day's endeavours, I was greeted by a delegation of domestics on my doorstep. In the van was young Prahlad. In his hand he carried a match box. Reverently, he slid it open. There, blackened and bedraggled, and equally tired out with its endeavours, lay the coin. It had made its final exit only an hour earlier.

It is our custom, yours and mine, to display on our mantelpiece, photographs of our loved ones. And in a spirit of intimacy, we may even consent to show a favoured guest the medal we won in school years ago as Third Prize in the High Jump or for Needlework.

But young Prahlad vows that when he grows up, the pride of place in his home will go to the two X-ray plates depicting the progress of the itinerant coin through his innermost recesses. And, perhaps, if you ask him nicely (or possibly even if you don't), he may slide open his match-box and treat you to a glimpse of the Coin That Travelled.

J.R.M.



CLOSE UP

MARCO POLO is alive and well and working as Tourism Promotion Officer for Air-India. Well, that is what one would call Meher Moos, an intrepid world traveller.

Meher was sent to promote Buddhist tours to India and it was during this assignment that she visited Japan, Taiwan, Singapore, Thailand and Hong Kong. She makes a point of visiting each place she promotes. "It helps in this job if you are interested in geography and history. After studying every detail of a tour project I can then go out and sell it. Each tour is studied in infinite detail as well as tourist attractions, facilities such as suitable accommodation and transport are carefully examined."

She has to deal with tour operators and agents from many different countries; this requires a great deal of adaptability as each one has their own ideas and different ways of doing business.



MARCO POLO

Resurrects

Apart from travelling as part of her job she also travels extensively for pleasure. She has visited some of the world's more unusual places including Lapland in the Arctic Circle, the River Amazon, Bolivia — including a trip on Lake Titicaca (the highest lake in the World), Argentina Corsica, Laos and Vietnam.

She estimates she has visited over 110 countries and said her thirst for travel is nowhere near satisfied. Having seen the Arctic and all of East Africa she has her heart set on visiting Antarctica and West Africa.

Her last trip was to Russia where she made an exciting journey through Central Asia retracing the steps of Marco Polo and visiting the ancient lands of Samarkhand and Bukhara and cities of Genghis Khan around Ulan Bator.

This led her to some very seldom visited places. In Mongolia she lived in the Gobi Desert very near the Chinese border. Meher and her party stayed in tents, ate traditional Mongolian food and tried the potent native drink made from fermented mare's milk.

She visited ancient cities which were once the haunt of the great Khan and said they were filled with the most beautiful treasures. She then flew to Khabarovsk, took a train to Vladivostok and from there went to Yokohama by ship.



Trevor Turner

REPORTS FROM

LONDON



The Air-India Pin Bowling Team at London Airport. Charles Vaney, the Captain, is seen third from left.

On the Bowl

THE Air-India Ten Pin Bowling Team visited Los Angeles in January and four matches were played. The first was against the Torrance Police Department which Air-India won by a narrow margin. After the match our team were presented with individual trophies and Charles Vaney who led our team presented the Captain of the Torrance Team with an inscribed London policeman's helmet, together with a truncheon and whistle, as a token of our team's appreciation. The following day they played a formidable ladies team from the South Bay 600 Club.

Membership of this Club is restricted to players who at one time or the other had a 600 series in League

matches, and as a comparison the best that one of our team had scored was 597 about a year ago. There was therefore an air of superiority about the ladies team and as a result they were the winners. Later the same day there was a second match consisting of an impromptu team from the police department and the South Bay Bowl Club Management. This was also a victory for our opponents. At another fixture on the Monday it was a more evenly balanced game and our team took the lead and won by a handsome margin. Individual shields were presented to Charles Vaney's team by their opponents. Our boys are hoping that it may be possible for return matches to be played on another occasion.

Beta Gamma Sigma Award



UMA SEKARAN, wife of A.R.C. "George" Sekaran, Asst. to the Regional Director, U.K., has recently been awarded the Beta Gamma Sigma, a significant distinction and formal recognition of outstanding scholastic performance in the field of Management. Uma is a

Doctoral student in Behavioral Science in the Graduate School of Management, University of California in Los Angeles and indeed has a distinguished educational background, having received her D.B.M. from Bombay University and her M.B.A. at the University of Connecticut.

Prior to leaving India in 1971, she was an Officer in the Reserve Bank of India where she had worked for about twenty years.

Her current research interests are in the area of Job Involvement, Job Performance, Motivation and the Quality of Working Life, and she is presently engaged in an extensive survey of these areas in Indian organisations. She is also closely working with Professors Fred Massarik, Bill McKelvey and John Morse of the Human Systems Development Center at UCLA.

State Award for Comic Screenplay

THIRTY-FIVE-YEAR-OLD Rajesh Mujumdar from Air-India Reservations, has been given an award by the Government of Maharashtra for the Best screenplay of Marathi Film 'Pandu Hawaldar' (Pandu, the Policeman). The film itself won the Rs 20,000 Dada Phalke Award for the Best Film of the year. Another Air-India staff, P.N. (Kaka) Karmarkar from Civil Works and Properties Department, also featured in the film. 'Pandu Hawaldar', a hilarious comedy, is the brainchild of Rajesh who created two characters in the form of two policemen; one of them without guile and the other full of it. What results is a comedy of errors filled with mirth and merry-making. The film is spiced with crisp dialogues and mirthful lyrics, both jobs performed ably and deftly. Rajesh began his life on the stage when he scripted nearly 30 plays, prominent of them being 'Vilakha' (Stranglehold) and 'Sobat' (Companionship). 'Vilakha' won the

Maharashtra State Award in Kamgar Kala Kendra drama competition in 1971. His other creative works have been broadcast on All India Radio from time to time.

Presently Rajesh is writing the screenplays for 'Tumcha Aamcha Jamla' (Love Story), a romantic comedy with a rural background, 'Gudgulya' (The Tickle), a rib-tickling comedy as the name suggests, 'Toooh Maazi Rani' (My Queen), a satire on the young generation of today and 'Faukat Foujdar' (Bungling Policeman) a slap-stick comedy of a policeman who tries his hand at social work and bungles his way around.

Rajesh, who joined the Engineering Department in 1966, is also a member of the 'Kalakar Air-India', a cultural group within the organisation. This group has very successfully presented many stage shows and entertainment programmes at various Air-India online stations.

Producer-Director-Actor Dada Kondke with Usha Chavan in the film Pandu Hawaldar, the screenplay of which was written by our Reservations staff, Rajesh Majumdar. Rajesh also wrote the lyrics and the dialogues.



30 YEARS



M ANECK DALAL, joined Air-India in 1946. When Air-India International operated the first service from Bombay to London on June 8, 1948, Mr Dalal was on hand to meet the passengers disembarking from the new Lockheed Constellation named the "Malabar Princess". At the age of 29 Mr Dalal came to London and set up office in a caravan to welcome the first of many Air-India flights to the United Kingdom. Thirty years later he directs the activities of the airline as Regional Director throughout Britain and manages a large staff in London, London Airport and the Provinces.

D HONDOO CHAVAN joined Tata Airlines in 1946 and has served the airline for 30 years with, in the words of Mr J.B. Cowasji, Commercial Manager-Publicity, "integrity, devotion to duty and efficiency". In 1955 he got a merit award and a letter of appreciation from the Management for "loyalty to the organisation and dedication to duty". As a studio assistant Dhondoo is a great help to the artists. He also looks after the care and maintenance of Air-India's collection of paintings, antiques and art objects.



Q. The air transport industry today is big business. Millions of people all over the world are flying by air. There is cargo, mail, livestock and the rest. In India alone there are 10,000 people who travel by air every day. Who controls all this? Who are the men behind the scenes in this business of air transport? Sitting in the studio this evening is Mr Anthony Vandyk, Public Relations Director of the International Air Transport Association, Geneva. Mr Vandyk has a distinguished

The airlines are doing their best to carry more and more people without getting bankrupt because we need to get certain revenue, certain profit to buy these expensive aircraft. You have 747's with Air-India, and the Airbus coming into Indian Airlines. The price of the 747 is over 30 million dollars. That might not mean very much to you. I don't know how much it would be in terms of a car. How many Ambassadors would that be? About nine to 10 thousand Ambassador cars, I would say. So

sand rupees and I owe you a thousand -and-one. What do we do? Instead of digging our hands into our pockets, IATA arranges for transfer of just one rupee and that is a tremendous saving. If you think of the interline business of the airlines, this is very very important to the International Air Transport Association's organisation.

Q. What are you doing about the fuel prices? Fuel prices have hit many, many industries, and parti-



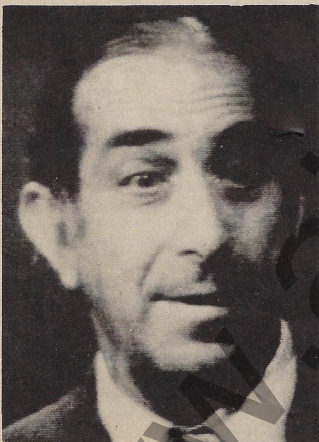
Magic Carpet interviews ANTHONY VANDYK

career in aviation, aviation journalism and aviation public relations. He served in the Royal Air Force in World War II. Thereafter he served on the staff of INTERAVIA. As Vice President of an American publication, he won two awards for international aviation writing and since 1963 he has been holding his current job of Public Relations Director of IATA. Now, Tony Vandyk, would you like to tell us how exactly IATA got off the ground?

ANTHONY VANDYK: Well, it was in 1919, the end of the First World War that international aviation got going in a rather crooked way, rather in a crooked aircraft. Not to mention the number of people who fly in India every day. In that year 1919 only 3,000 people travelled world-wide and last year the figure was around 500 million. So you can see it got off the ground slowly but it's been really booming ever since.

Q. What is IATA all about? What is its role? Its function? Its responsibilities?

A. Well, IATA is the association of airlines which co-ordinates, standardises, facilitates, makes life easy for the passenger and organises co-operation in areas where the airlines can't do it bilaterally. We do it on a multilateral basis. We do it with a very small staff based in Geneva and Montreal. But we are working for the airlines.



Telephoto

Q. I would like to come to the question of fixation of air fares. IATA always says that we give undue publicity to this, and that its other activities are kept in the background. But we must consider the common man. To him it is his money, he wants the fare to be kept low. He wants the fare to be brought down to the charter level. What exactly is IATA doing about this because we must help him; after all he is the man who is spending the money.

A. IATA is an organisation of airlines and is working for the airlines.

we need the money. But our aim is to get a wide variety of fares to get as many people in the air as possible. We are not doing a bad job.

Q. What is the membership of IATA?

A. Well, we have got 110 airlines and they fly the flags of 86 countries. Some airlines fly the flags of more than one country. French African Airlines fly the flags of 12 small nations but we are open to membership by non-scheduled, that is to say, charter airlines, according to a decision taken by our governing body.

Q. I see. You expect very shortly to have a very much larger population of airlines than at the moment?

A. We keep our fingers crossed. We are not like the salvation army, rushing around trying to can these people. But it is usually in their own interest to come in.

Q. Now, Tata Airlines, as it was known then, as you probably know, was one of the founder members of IATA as it exists in its present form. Tata Airlines today is Air-India. I would like you to be quite frank about this. I mean, we don't want bouquets; give us brickbats if you feel like it. But what do you honestly feel is the contribution of Air-India to IATA, and for that matter, of Indian Airlines, which is also a member of IATA?

A. You mentioned the name of Tata. Mr J.R.D. Tata was one of the founders of IATA. He was on our Executive Committee for years and years. Mr K.K. Unni has taken his seat. We have, in fact, senior Air-India officers on just about every IATA committee and I think that it is proof that Air-India and IATA are one and the same thing. On every Air-India aircraft, I am pleased to say, there is an IATA logo, which is more than one can say about many others. Indian Airlines too. Air Chief Marshal Lal gives IATA very great support. If you go into Airlines House in Delhi, when you get into the lobby there you see an IATA insignia, while you are waiting for the appointment. So both airlines support IATA tremendously. That's good!

Q. We are happy to learn that the other day I was reading about this business of your clearing house. IATA acts as a clearing house for some phenomenal figure of something like Rs.900 crores. Now, this sounds rather strange to me. I wonder whether you would like to elaborate on it?

A. Yes. You can imagine a huge building with thousands of people and computers going. We have no computers. We are one of the few people who haven't got into the computer age! It is done by four people - just four people - and it is done manually, offsetting payments. It would be like you owe me a thou-

cularly the airlines business. Are you just sitting back and saying, "Well, we can't do anything about it", or are you really trying to do something about it?

A. We have been working very, very hard on this. Since 1973 fuel prices have gone up by 300 per cent. We have been working very hard to find ways to substitute something else like kerosene. Unfortunately we have been hooked on kerosene. There is no substitute. Liquid hydrogen is being talked about, even atomic energy. But there is no solution. If

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you have to heat your house (I suppose in North India one has to), what does one do? In my house in Switzerland, if I do not have any fuel oil for heating system, I plug in the electric radiator or put some coal and wood in my fireplace. But the airlines can't do this. We are stuck with this. So fuel conservation is a very, very important item on the agenda of all airlines. IATA co-ordinates it. Among the airlines that have been doing a lot of work on fuel conservation is Air-India.

Q. Yes, we have actually saved quite a lot of money on this.

A. That is perhaps one reason. I understand Air-India is one of the few airlines that is now operating profitably.

Q. Yes, we are almost Rs 3 crores today in the black. To quote Mr Unni, the air transport industry is surrounded by a sea of red ink. So far, we are quite well off.

A. Yes, all other airlines can follow your example.

Q. May I change the subject? You have just come back from Singapore where you attended a facilitation meeting - rather interesting one this. Could you tell me briefly what exactly facilitation is?

A. Facilitation is cutting of red tape. Too many formalities in air transport, a lot of nonsense with passports, which people can forge. We are trying to get a passport card in its place. A health certificate

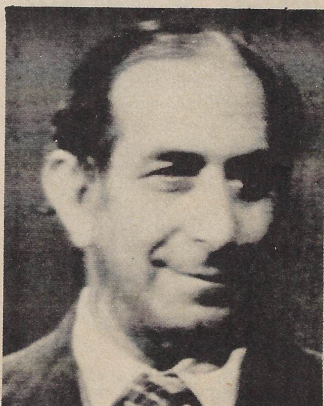
may mean nothing, and needlessly complicates customs formalities. Passengers can complain, but I haven't heard a piece of cargo complaining. In Bombay, there have been many problems in the past. But I am very pleased to hear that a new airport is finally being given the green light. We hope the flow of passengers will be better. Because your first impressions of the country is the airport, your last impression is the airport, so a good airport terminal is very important. The Singapore Seminar on facilitation is all about red tape cutting.

Q. Hijacking, or skyjacking security. Would you like to say a word about that, Tony?

A. Yes. We get lots of complaints in IATA from passengers about this not because they are searched, but because they are not searched. A passenger today expects total security and if he does not get it, he yells. It is the responsibility of the police to give security on the streets. It is the responsibility of the government to provide security at the airports. Good news coming up - new devices that can X-ray your baggage. Rather than having to make you open it, it can be put into a machine. But these machines are costly and they will be coming after some time. So I do have good news.

Q. Finally, Tony, in the position you are holding - virtually the hub of the international aviation universe -- what do you feel is in store for us in the years to come? Is it many, many problems or is it a word of good cheer that you have for us?

A. A word of good cheer. The air transport industry, for the first time since 1919 has got a breathing space. No new aircraft are coming into operation in the foreseeable future. We can reflect. We are doing research. We are trying to broaden the market. We want more tourists. We want more common people to take to the air. We want more cargo. A lot of behind-the-scenes work is going ahead so that air transport can really come to the masses of the world. So the news is basically good. □



Telephoto

Mr Anthony Vandyk, Public Relations Director, IATA, was interviewed by the Editor, Magic Carpet, on Bombay Television recently.

A Dakota was coming in to land at an airport. The Captain called the tower and announced 'there's an ass on the runway'. Back came the reply: 'for the landing fees you are going to pay, what do you expect-an elephant?.'

This example was quoted by Mr S.K. Kooka, Chairman, Air-India Charters Limited, in his keynote address at an IATA Facilitation Seminar to highlight the 'helpful' attitude of a officialdom as far as the airline industry was concerned. The Seminar was held in Singapore in January 1976.

In a speech spiced with his usual wit, humour and biting sarcasm, Mr Kooka focused attention on the varying degrees and forms of harassments that an international passenger has to undergo at airports round the world.

"Too many terminals today were and are still tailor-made for the Super Constellation and DC7", he said. "The hungrier the country for the tourist's wallet, the longer and more irksome its Facilitation road blocks.

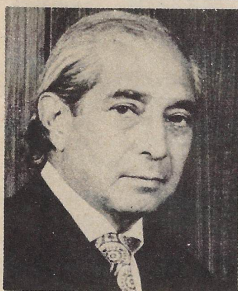
Mr Kooka graphically described the scene at international airports,

an international body of experts such as IATA".

Hijacking and terrorism had added "new dimensions" to FAL's progress, according to Mr Kooka: "but the problems existed in abundance before the emergence of these two innovations. The new mercy for FAL lies in the long, non-stop flights of the major airlines of the world. Five thousand, six thousand, seven thousand miles without intermediate landings are a boon to the passenger and the airline. Stops are a pest, FAL-wise, jet-lag-wise, expenditure-wise, aircraft and crew utilisation-wise."

Mr Kooka felt that if English could be taught to Immigration, Customs and other officials and to airline staff all over the world, this would be a great facilitation measure. "I realise I am being tactless, but unfortunately, I am being truthful. Playing down the importance of English has all the logic of not using penicillin because an Englishman invented it, or gunpowder because the Chinese did."

Mr Kooka found it incomprehensible why a transit passenger should have a transit visa or asked to fill out a Disembarkation form. "No gentleman



"WHY FIGHT RED TAPE?"

questions S.K. KOOKA

"When I see herds of passengers lugging their baggage, groups of elderly women whose husbands rest peacefully under the sod, crowded in hot steaming departure lounges, or lying dead beat on tired arm-less chairs, I wonder whether they would not be happier and healthier if they stayed home, because seeing the world can add years to your life. And whilst I am not on Kodak's payroll, it is cheaper to buy transparencies, as compared to carrying your NIKON around and having it stamped on your passport in country after country.

"Cynical I do not wish to sound, but there are an excessive number of Governments with excuses of security, so-called economic policies, plus the conviction that a take over bid is imminent where their sovereignty is concerned. These are the lands where the passenger queues are the longest, before sleepy, un-shaved, demi-educated Immigration Officers, who pore over your passport like they would a photograph in playboy. Their knowledge of English, French, German or Spanish enables them to regard your upside down passport with increasing interest - at this new and strange script."

Mr Kooka suggested a blue print for progress for IATA's Facilitation Committee when they were convinced that certain countries were adamant and would not bend where Facilitation was concerned. "A list of these countries should be prepared and international press conference held with the maximum exposure given to the irritants, hardships and the lack of terminal and procedural facilities available in the listed airports. The governments are not moved by local indigenous criticism; it is like your wife giving you hell. But, fortunately, they are sensitive about outside criticism, particularly when it emanates from

shoots a sitting duck and only a cad would maim one. A transit passenger is a sitting duck. He has no desire to visit your country's airport - even for 60 minutes. He does not love you, he does not hate you. He does not know you well enough to do either. So in the name of reason, why go after him? All he asks you, host country, is to be left alone on board, with an unaccountable number of overalled men and women, of strange mien, who appear to be cleaning the debris in your cabin, but they're looking hawk-eyed for articles left behind in seats by compulsive rubber-neckers, who have to get off the plane at intermediate stops because they don't have the wisdom to stay put. Why should that misery on board be forced to have a transit visa?"

Australia remains my pet FAL country, said Mr Kooka. "Its Immigration form, year after year, wants to know if you are carrying any semen, the reference is not to those who earn their livelihood on the high seas. If you never leave home without your feathers, you'll never enter Australia."

Some of Mr Kooka's tips:

1. Immigration, customs and the airport staff of all countries must have it drilled into them that it is as easy to smile as it is to snarl.
2. Every country in the world wants to know whether you've been retching or rushing to the loo before you hit their shores. The chances are you'll be doing both - give or take a day or two, after landing in their land. My advice to all voyagers is, your stock reply should be NYET.
3. ...if you're going through Tokyo immigration - never get involved in a queue of Koreans. Where Hong Kong is concerned, run a mile from a queue of Indians.

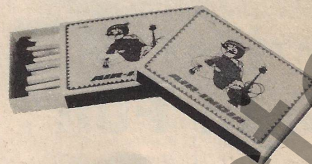
Naosherwan Nalavala

CHAIRBORNE

LIGHT UP IN STYLE

Air-India flights will now carry fancy plastic match boxes manufactured by the Directorate of Match Industry, a department of the Khadi and Village Industries Commission.

These boxes are in two colours with the Maharajah relaxing on a cushion smoking his hubbly-bubbly. Passengers on Air-India consume nearly three lakh match boxes every year. Besides the attractive wrapping, the boxes can be reused and are uncrushable.



COUTURIER

When we informed you in our last issue about the new European Receptionists' uniforms, we did not tell you that this was Jacques Esterel's last act in designing, before he died in April 1974. He was the couturier for international celebrities Brigitte Bardot, Elizabeth Taylor, Sophia Loren, Jayne Mansfield and a host of others. In March, 1969, he designed and presented in Bombay uniforms for our air hostesses. At the same time, at a public function, he displayed 30 creations from his collection which were widely applauded.

CLOSE SHAVE

It was a close shave when K.P. Datta, our Airport Manager, at New York, and K. Jayawant, Chief Security Officer, were thrown off their



chairs while waiting to receive Dy Managing Director, Mr K.G. Appasamy, at La Guardia Airport, New York. They thought it was a bad earthquake tremor. In reality it was a bomb explosion in the baggage area which unfortunately killed 12 and injured many. Some reception, this!

IN VOGUE

Air-India, in collaboration with the India Tourism Development Corporation, sponsored the VOGUE of Paris team to do a special issue on India. What they published in their Christmas issue was a piece-de-resistance. While Patrick Poivre D'Arvor gave an extensive interview with Prime Minister Indira Gandhi, it was Frank Horvat who took excellent pictures of the Indian landscape. The other members of the team were Mme Brigitte Sauer and Mlle Landauer. It was heartening to note their reference to our excellent service and their comment that they were generally happy with their travels through India.

RECEIPE FOR MARRIAGE

Marriages are made of strange recipes. Mary Held from our Los Angeles Office married Dr Bernard Manley, a dentist and a chef for French cuisine. If the desserts are bad for the teeth, she does not have to worry about the high cost of dentistry! At about the same time Satinder Dulai, daughter of our Accounts Manager at New York, married Dr Jasjeet Sangha, a specialist in Internal Medicine. This certainly takes care of the family's insides!

GERMAN AWARD

Miss Kanta Thakur, Director for Germany of the Government of India Tourist Office, was recently awarded the 'Bundesverdienstkreuz', or simply The German Order of Merit, by the German Government.

Air-India has been particularly grateful to Miss Thakur since it was through her efforts that Air-India got considerable business.

The award was given in recognition of her "contribution to the fostering of friendly relations between India and the Federal Republic of Germany through tourism".

Miss Thakur has recently been asked to take up position as Regional Director for North India based in New Delhi.



A PRAYER

Our friends in the Montreal Interline Club, who also publish the circular letter for interliners 'On the Wing', have sent us a prayer for the tourists before they embark on a journey:

"Heavenly Father, look down on your humble tourists lured into travelling this earth mailing postcards while walking around in drip-dry underwear. We beseech you that our plane be not delayed, our luggage not lost, and that our overweight baggage go unnoticed.

We pray that overseas the phones work, the operators speak our tongue and that there is no mail waiting from our children, causing us to cancel the rest of the trip.

Lead us to good, inexpensive restaurants where the wine is included in the price of the meal. Give us strength to visit museums and cathedrals, but if we skip historic monuments to take a nap after lunch, have mercy on us, for our flesh is weak.

Protect our wives from bargains they cannot afford. Lead them not into temptation, for they know not what they do. Keep our husbands from looking at foreign women and comparing them to us. Save our husbands from making fools of themselves in night clubs and please do not forgive them their trespasses, for they know exactly what they do.

When our tour is over grant us the favour of finding someone who will look at our home movies and listen to our stories. Amen."

ON THE FIELD



Air-India and Indian Airlines Meet

To Dribble in Fun

AIR-INDIA and Indian Airlines once again got on to the field recently, this time to participate in a Football Tournament at Madras.

The team played four matches; against Bombay and Delhi, winning by a goal each and later settled for a draw with Calcutta and Madras. The team remained unbeaten in the tournament and earned six points,

but because of a better goal average the Calcutta team won the championship and the joint AI/IA team were declared runners up.

The outstanding players were D. Rodrigues, G. Franco and T.D'Mello who guarded the rear while Simoes and Morais, also the captain, made front-line attacks. Mr D. Fernandes served as Manager.

Girls to the fore

THE recent Air-India/Indian Airlines 11th Annual Sports Meet held in Calcutta brought kudos and medals to both Air-India girls and boys.

Trudy-Ann Fernandes from Publicity, who despite muscle pull, stood first in the 100 metres hurdles against eight competitors. She also distinguished herself in Long Jump event by once again securing first place. But it while taking the high jump that

she was injured and therefore had to be content with third place.

Maggie Fernandes from Personnel, stood first in the 200 metres while Air Hostess Angela Anthony, stood third in the 200 metres.

The boys' team consisted of 16 members from different sections and departments of Air-India and they too won number of priced prizes in the sporting events.



Mrs Sushila Kapadia presenting the prize to Prakash Padukone.

Champion

WITH the reigning national champion Prakash Padukone in their fold, Union Bank of India clinched a two-nil victory over Central Railway to claim the senior division title in the 19th Air-India Inter-offices Badminton Tournament held at the University Stadium recently. Padukone outplayed Iqbal Maindargi of Central Railway and defeated him 15-1, 15-6.

Mrs Sushila Kapadia, former National Badminton player, was the chief guest and gave away the trophies. Mr K.R. Asundi, Dy Manager, Engineering Training Division and Vice President of our Sports Control Board, gave a brief background to the tournament. Mr V.L. Manjrekar, our Sports Officer, introduced Mrs Kapadia and Mrs Tara Malkani proposed a vote of thanks.



Mr S.K. Wankhede, Speaker of the Maharashtra State Assembly, garlanding Ashok Devasthalee on his achievement.

Swimmer

TWENTY-TWO-YEAR-OLD Ashok Devasthalee, son of our Publications Officer, Mr D.L. Devasthalee, came second in the long distance swimming endurance competition, which was held recently from Dharamtar to Gateway of India, a distance of 26 nautical miles.

Ashok touched land at the Gateway merely 10 minutes after the first swimmer. He covered the entire distance in 9 hours and 50 minutes. He is the youngest swimmer in India to have covered this distance. He is now hopeful of crossing the English Channel.

Last year Air-India's Flight Purser Avinash Sarang crossed the same distance in eight hours and 20 minutes and was also successful in spanning the English Channel.

Meeting

Pelé

By Vijay Deshpande



Edson Pele signing Vijay Deshpande's autograph book near the Air-India check-in counter at Bombay Airport.

FOOTBALL's incomparable Pele, after leading Brazil's national team to three world championships, retired from international competition in 1971. But he made a tremendous comeback in 1975. What brought him back on to the field was a \$4.7 million contract from the New York Cosmos, making him one of the highest paid athletes in the world. Pele's name has worked magic and attendance at Cosmos games and soccer has suddenly become a very important game in the United States.

Message

Pele, who is presently on a lecture-cum-demonstration tour, was flying to Mauritius from Tokyo via Bombay. I received a message at 2.30 a.m. while working during the night shift: "Pele/N/Mr Travelling Tokyo/Bombay and Bombay/Mauritius by First Class on January 27. Need layover at Hotel Centaur. Ensure Special Handling as passenger is CIP - world famous footballer."

As soon as I saw the message I was astonished and thought: "what is Pele coming to Bombay for?" Without thinking any further and wasting any more time, I found out the arrival and departure timings of Pele's flight.

Kick-off

I later rang up my colleagues at Bombay Airport to confirm whether he had arrived and I was told that he would be at Hotel Centaur. I signed off my duty at 6.00 a.m., rushed back home, collected my 1105-piece autograph book and reached Hotel Centaur before 9.00 a.m. for that was the "kick-off" for the first half of my match with the greatest footballer.

When I reached Room 459, Pele's room, I saw a sign which struck me on the face 'Do not disturb'. In my enthusiasm, I pressed the bell. I expected him to get wild at me, but to my utter surprise, he turned out to be a true sportsman and very politely told me, "Will you please see me later? I am tired." I understood and waited in the lounge. Fifteen minutes later I was able to get his autograph.

It was time for his departure and a three-man VIP handling unit was informed of Pele's flight timings. At around 9.45 a.m. the hotel bus dropped Pele and his manager at the airport. After he had checked in, I showed him extracts from my autograph collection and while I was doing so a photographer took a pic-

ture of both of us. He, along with his manager, were taken to the VIP lounge for a cup of tea where once again I was the only person to get an opportunity to talk to him.

I told him, "Sir, it is a great moment of my life to be with you". Pele: "Oh, no, it is my pleasure". "This is your first visit to India?" Pele: "Yes, and I do not know whether I will come again". Manager: "Do you get any opportunity of watching world cup football matches in which you could see Pele in action?" I answered, "We have heard and read a lot about Pele but very rarely we get films of world class events to watch them on our screen or television".

Goodbye

The manager at this moment interrupted our conversation and asked me which game was most popular in India, and I told him that it was cricket and football. "Although we are world champions for hockey for a number of years, football is very popular. In fact when an Indian boy grows up to the age of five or six, he is taught either to pick up a cricket bat or kick a football". Both Pele and his manager burst out laughing.

We had finished the cups of tea and it was time to say goodbye. The Duty Officer walked in with all the necessary tickets and documents and the two walked through Immigration and Customs leaving me behind with my most memorable experience.

Pele in action.





from the mailbag

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

From: A.S. Ballal, Communications,
Bombay.

We anxiously await the Magic Carpet each month proving thereby that the monthly is very dear to our hearts.

How about considering some possibilities for providing a little space for poems, short stories or cartoons?

From: S.A. Prabhu, Engineering Department, Bombay.

Magic Carpet has helped various employees working at outstations and in different sections to understand the working of departments other than their own and thus imbibe a common feeling of oneness.

From: N.S. Hebbar, Maintenance & Piston Engine Overhaul, Bombay.

Hindustan Aeronautics Limited, Indian Telephone Industries, Air-India & Indian Airlines present service mementos to their staff who complete 10/15/25 years of service, as the case may be.

At I.T.I., the practice is to give a HMT wrist watch for 10 years of service whereas at HAL it is for 15 years of service.

Air-India and Indian Airlines, however, give these HMT watches after 25 years of service.

I suggest that it is in the fitness of things that Air-India should follow the example of I.T.I. and give these service mementos to staff who have completed 10 years and above of service.

Who knows the distant future? A memento once given will generally remain as the proud possession of the recipient except, of course, in cases of death when it will pass down as an heirloom.

From: Miss Panzie D'Souza, Headquarters, Bombay.

Thank you very much for opening the pages of the Magic Carpet to members of the staff. I thoroughly enjoyed the last issue of the Magic Carpet, particularly the "Random Jottings". Let us have more of these.

Since you have taken up the job of revamping the Magic Carpet, why not start by cutting down the disproportionate space allotted to doings of the staff at one particular station. Even while publishing the details of activities at that station there seems only one member of the staff whose photograph and whose activities keep featuring in the Magic Carpet. There are certainly many more staff members both in that particular city and elsewhere who do important jobs. Why be partial to one staff member. We stenographers may be doing insignificant work most of the time but we too have our moments of glory.



Mr Unni addressing the members of the Executive Club.

On the Tap

At the recent annual get-together of the members of the Executive Club, where Mr K.K. Unni was chief guest, 400 officers with their families attended the function. The programme began with a beautiful Shehnai and Sarod recital and ended with popular English music. Dancing continued till the wee hours of the morning.

Welcoming the Chief Guest, Mr S.K. Nanda said that they were happy that Mr Unni, who had a busy day, was able to attend the function in the evening. "The Air-India Executive Club gathering", he said, "helped generate a feeling of camaraderie among the officers and the families and it gives an opportunity to those working for the Corporation to meet socially". Mr Nanda added amidst applause that the Club

would be adding a billiards room to its varied facilities and he was hopeful of having a swimming pool as well.

Mr Unni said that it was wonderful to see a large number of officers and their families enjoying themselves in a spirit of friendliness after the stress and strain of the day. He asked all the wives present to keep a happy atmosphere at home so that the officers could give their best to the Corporation. He assured those present, of the continued support of the Management to the activities of the Executive Club.

The function was a success and it was specially wonderful to see couples dancing their blues away to the lively music of the band in attendance.

On the move

The following staff have been promoted:

Engineering Department: Mr V.N.C. Nair as Aircraft Maintenance Engineer Gr. I.

Ground Handling Department: Mr T.S. Shikalgar and Mr R.K. Nanda as Senior Technical Officers.

Stores & Purchase Department: Mr G. K. Grover as Purchase Manager and Mr V.K. Motwani as Dy. Stores Manager.

The following staff have been posted:

Commercial Department: Mr R. Tewari as Asst. Commercial Manager-Cargo Sales, Bombay; Mr V.L. Badami as Asst. Manager, Frankfurt; Mr N.D. Petit as Asst. Manager, Amsterdam; Mr V.G. Chaulai as Asst. Manager, Tokyo and Mr S.R. Shirodkar as Asst. Manager, Sydney.

Obituaries

We regret to record the following deaths:

G.L. Sharma, 43, Aircraft Maintenance Engineer III; Joined: August 24, 1970. **S.B. Dharmadhikari, 52, Head Driver; Joined:** July 10, 1951. **Keeyzhandi Karunakaran, 55, Assistant Station Superintendent; Joined:** April 1, 1948. **S.K. Ballav, 54, Senior Aircraft Technician; Joined:** December 9, 1947. **T.G. Anandramani, 57, Office Assistant; Joined:** July 15, 1954. **J.P. Dadashaw, 56, Senior Aircraft Technician; Joined:** June 25, 1958. **S.S. Raghavan, 53, Officer-in-Charge, Administration; Joined:** January 15, 1947.

The Management offers condolence to the bereaved families.

MERIT AWARDS

THE FOLLOWING STAFF HAVE WON MERIT AWARDS IN 1974-75

HEADQUARTERS: Gr I, Mr V.P.R. Chandran, Sr Security Asst (1st prize); Gr II, Mr R.S. Iyer, Typist Clerk (3rd Prize). **ENGINEERING DEPARTMENT (MAINT):** Gr I (1st prize) Mr V.B. Ajgaonkar, AME-I; Mr A.G. Pinto, AME-I; Mr S.R. Rajan, Foreman; Gr II (1st prize) Mr D.V. Chitale, Sr A/Technician; Mr C.K. Deshmukh, Sr A/Technician; (2nd prize) Mr P.A. Ram Narayan, Steno; Mr P.V. Velankar, Sr A/Technician; (3rd prize) Mr N.R. More, Cleaner and Mr C.M. Rathod, Cleaner. **ENGINEERING DEPARTMENT (OVERHAUL):** Gr I (1st prize) Mr P. Sriramulu, Chargehand; Gr II (1st prize) Mr A.B. Shinde, Sr A/Technician; (2nd prize) Mr G.L. Kenny, A/Technician and (3rd prize) Mr U.N. Kubde, Cleaner. **ENGINEERING DEPARTMENT (PLANT & EQUIPMENT DIVN. & FACILITY PLANNING):** Gr II (2nd prize) Mr D.M. Shiveshwar, Sr Plant Technician. **ENGINEERING DEPARTMENT (QTY CONTROL & TECH SERVICES AND ENG TRG DIVN):** Gr I (1st prize) Mr V.S. Rane, Office Asst; Gr II (1st prize) Mr J.J. Nanporia, Sr Progress Clerk; (3rd prize) Mr S.S. Sawant. **OPERATIONS DEPARTMENT:** Gr I (1st prize) Mr N.A. Jayaraman, Secy to Dir of Ops; Gr II (1st prize) Mr K.S. J. Jadhav, Peon. **COMMERCIAL DEPARTMENT LOCAL INCLUDING**

PLANNING: Gr I (1st prize) Mr B.D. Samant, CCA; Gr II (1st prize) Mr F. S. Jassarwanji, Tr Asst; (2nd prize) Miss N.R. Daruwalla, Steno; (3rd prize) Mr S.K. Kadam, Clerk. **COMMERCIAL DEPARTMENT OUTSTATIONS:** Gr I (1st prize) Mr A.M. Peter, C.T.A. Cochin; Gr II (1st prize) Mr R.C. Chopra, Sr Steno, New Delhi; (2nd prize) Mr K. Raghavelu, Peon. **COMMERCIAL DEPARTMENT: CUSTOMER SERVICE:** Gr I (1st prize) Mr I. Pereira, Flt Purser; Miss P. Sheppard, A/Hostess; (2nd prize) Mr R.R. Gonsalves, Asst Cabin Sup; Gr II (1st prize) Mr D. Clark, Asst Flt Purser; (2nd prize) Miss B. Rodrigues, Steno. **ACCOUNTS DEPARTMENT:** Gr I (1st prize) Mr R. D. Subbu, Accountant; Gr II (1st prize) Mr M.B. Shroff, Typist; (2nd prize) Mr N.N. Mathur, Clerk; (3rd prize) Mr L.L. Dalmeida, Peon. **PERSONNEL DEPARTMENT:** Gr II (1st prize) Mr G.P. Naik, Head Cook; (2nd prize) Mr R.J. Patel, Sr Time Keeper. **STORES DEPARTMENT:** Gr I (1st prize) Mr P.P. Shetty, O.A.; Gr II (1st prize) Mr G.B. Tiroadkar, Storekeeper; (2nd prize) Miss R.J. Khori, Steno; (3rd prize) Mr S.K. Patwardhan, Cleaner. **CIVIL WORKS & PROPERTIES DEPARTMENT:** Gr II (2nd prize) Mr M.L. Vaity, Sr Plant Tech; (3rd prize) Mr M.S. Rathod, Cleaner.

Answers to February Air-India Quiz.

1. Fox Moth De Havilland 83.
2. 1934 to 1936.

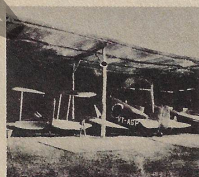
1. Nevill Vincent.
2. He was Chief Pilot-cum-Manager in Tata Airlines.

1. Genell Moots of TWA.
2. She came to train India's first air hostesses.

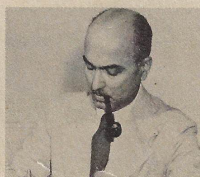
(Answers in the next issue.)



1. Who are the three persons in this photograph?
2. What was the event?
3. Where was the photograph taken?



1. What does this picture represent?
2. Where did the structure exist?
3. In which year was it in use?



1. Who is this man?
2. What position did he hold in Air-India?
3. His son distinguished himself in military service. What rank did he attain in the army?



Above left, London, as it appears from an Air-India aircraft coming in to land. Above, the wellknown entrance to 10 Downing Street, London, official residence of the British Prime Minister. Below, Piccadilly Circus by night. At once glance the mind speeds across a dazzle of neon lights. The Air-India sign can be seen below the clock in the centre.

TREVOR TURNER goes out tramping through London with his note book and **PETER LAWTON** with his camera to give their viewpoint on the world's most liveable city—LONDON.

SAILING in the park, in London, can it be possible? Yes, it certainly is, but we believe that too many London visitors only know about the more conventional things that they can do and see when in our City. Not that the sights they see are not worth the taxi ride, the tip to the guide or the booking of the tickets. The Tower of London, St. Paul's Cathedral, Changing of the Guard, Trooping the colour (too many people still refer to it as Trooping of the Colour) Carnaby Street - you know them all, many of you have been there and we suggest some visitors know more of the facilities than the average Londoner. But it is the Londoner who knows some of the less familiar sights to be seen or facilities to be enjoyed.

Yes of course you can sail in the Park. In Hyde Park, one of the largest of our parks, covering an area of 360 acres and the Serpentine is a man-made lake occupying a large area and you can sail in dingies or if you do not want to sail you can row or swim. Immediately beside Hyde Park is Kensington Gardens which is nearly as big and there is the famous Round Pond where the

kids can sail their boats. Near to this is a band stand where on summer weekends there is always a military band playing to entertain during the afternoon and early evening. Nearby stands the statue of Peter Pan.

Every capital city has a pile of guide books published for the visitors and some of these are good and some are not so good. London is no exception but the simpler method in London is to pick up a telephone, dial 246 8041 and you can be told in English (or French, Italian, or Spanish if you feel so inclined) what is on and what you can do on that day. There are incidentally other telephone number you can dial for the weather forecast, a tune, a recipe, a gardening hint or if you feel lonely a bedtime story. Cricket enthusiasts (when the Test Match is on) can get ball by ball results.

Jump on a bus. You can see more of the city this way than below the ground on the underground or 'the tube' as Londoners call it. Next year however you will be able to travel from Heathrow to the Centre of London by tube so that is the only route we encourage you to take. The Red Rover bus pass is a worthwhile purchase which enables you to go where you please during your visit.

However, if you want to walk London has much to offer to the explorers. There are organised walks which take place at certain times from a pre-arranged starting point and if you want to get on that telephone again you can ring 262 9572 for some information about offbeat tours.

London's theatreland is well known internationally but you don't only have to go into the theatre to find this sort of entertainment. A number of pubs, a very British innovation in itself, offer various forms of theatrical entertainment in addition to jazz bands and even drag acts.

If you are not really a culture vulture, but you feel the need to absorb a few points in this direction try the Victoria and Albert Museum (better known as the V & A) where there is a magnificent cross section of paintings, silver, coins, glass, furniture, clocks, etc., and they have a special oriental section which is worth a visit in itself.

In London there is lots to do and lots to see both offbeat and on, so use a ticket, pray for good weather and come and visit us.



Below: Victoria and Albert Museum on Cromwell Road. There is something to suit everybody here and if not, the telephone kiosk in the foreground to dial one of the London's Information Services. Far left: one of London's most famous public houses and eating establishments, "Ye Olde Cheshire Cheese", situated just off Fleet Street.



Pic. Peter Lawton.