

AIR-INDIA

Magic Carpet

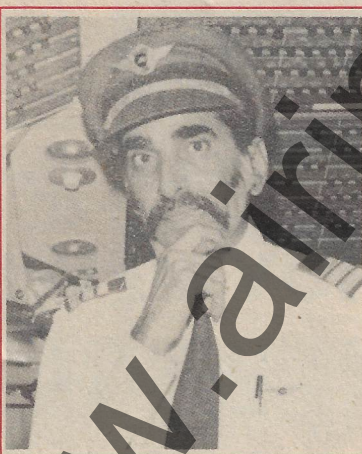
VOL. 20 NO. 4

APRIL 1976

AUSSIES, HERE WE COME



Operations Manager (Trg.)
Capt. C.R.S. Rao,
Commander



Capt. T.D. Vasisth,
First Officer



Mr S.P. Tawadia,
Flight Engineer



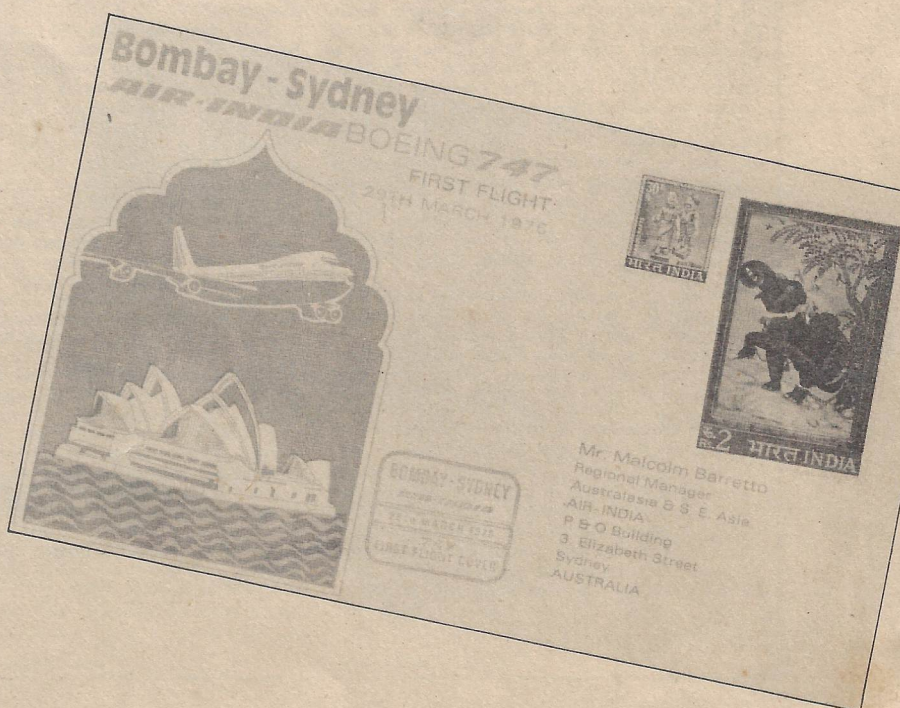
Inflight Supervisor
Girish Talpade

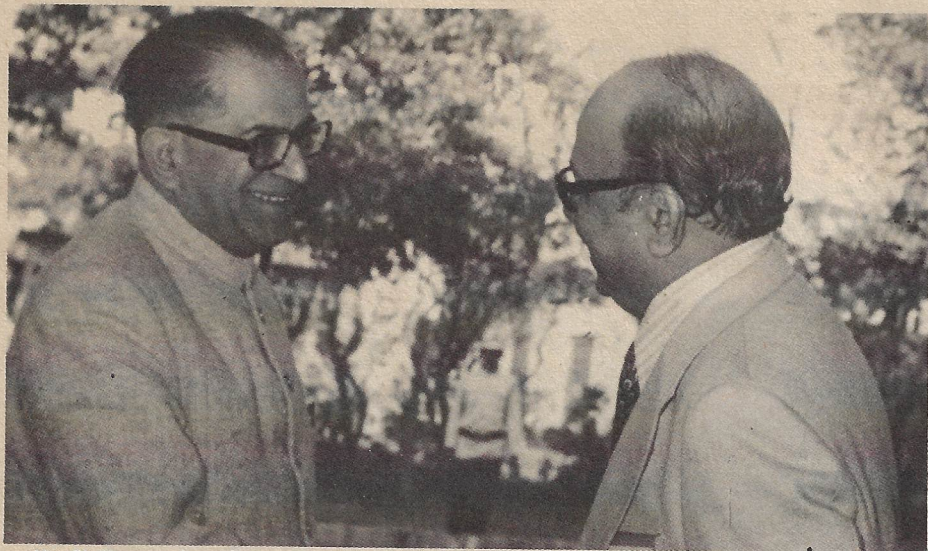


Air Hostess
J. Mehta

AIR-INDIA SPREADS ITS WINGS

At the end of the month—Monday, March 29, to be precise, a Boeing 747, bearing the name "Emperor Akbar" on its nose and "Air-India" on its tail, lifted off the Bombay tarmac and headed east on its first journey to Sydney, in Australia. The senior crew (photographed above) took the aircraft from Bombay to Singapore. Of the two weekly services to Sydney, one is scheduled via Madras, Singapore and Perth, whilst the other is a fast service with only one stop at Perth.





Mr K.K. Unni welcomes Mr T.A. Pai, Union Minister for Industry and Civil Supplies, to the Convention.

Top National Executives Meet

'Serving the needs of the weaker sections of our society' was the theme of Union Minister for Industry and Civil Supplies, Mr T.A. Pai's keynote address at the two-day National Management Convention held in Delhi last month.

Mr Pai said that the country was poised for a major breakthrough. "The managers and administrators, both in the public and private sectors, must draw up a time-bound plan of action to contribute their bit to the weaker sections of the society." The new socio-economic environment, he added, had new dimensions and challenges to management. Since nearly 80 per cent of the population of India lived in rural areas, it was all the more necessary for management to impart managerial skill to rural industries by way of transfer of technology and appropriate training of the rural people to run and launch their industries.

In a forthright speech, Mr Pai said that the need today was to have more "barefoot managers, doctors, engineers and educationists" who were willing to carry developmental activities at the village level.

Welcoming the delegates to the Convention, the President of the All India Management Association, Mr K.K. Unni, said: "One message rings out loud and clear in the clarion call of the Prime Minister when she announced the new economic programme - this is the urgent need to improve the quality of India's human resources,

which are considered by many to be the country's largest untapped asset. To achieve the quantitative goals of development, there is need for a qualitative emphasis on social discipline. The moot point of any endeavour is the quality of the people involved in it. As such, the Prime Minister's plea reaches out to the grass roots of economic activity - each of the millions of cogs in the wheel of growth and progress."

Mr Unni said that today's world economy was a shortage-dominated economy and that management styles which were nurtured in conditions of plenty would have to make a turn-around to management in conditions of scarcity. The manager could therefore no longer confine himself to managing his own concern - he must be part planner, part sociologist and part ecologist.

Calling upon managers to "re-awaken themselves and come face-to-face with the imperatives of contemporary India," Mr Unni emphasised that the role of the manager had become even more important because of the ideals and social aspirations underlining the New Economic Programme. He concluded by saying: "Let us take upon ourselves the burden of inculcating a new culture wherein moral considerations such as social justice, removal of inequalities and balanced growth replace the old dogma of growth-for-growth's sake."

LRC discusses

Canteen facilities

THE Tenth Labour Relations Committee was held in two sessions recently; the first session at Technical Headquarters and the second session at the Centaur Hotel. The discussions ranged from canteen facilities to the appointment of a social worker to combat the evils of alcoholism.

The removal of the contributory medical benefits scheme with the Oriental Fire & General Insurance Company came up for discussion. Mr P.V. Gole, Director of Personnel & Industrial Relations, explained in detail the circumstances in which the decisions were taken. He assured the members that any grievances of employees in respect to their claims would be redressed expeditiously.

Mobile Service

Mr W. Santos mentioned that the canteen facilities at NTB were not adequate. Mr V.M. Fernandes and Mr M.H. Hegiste supported the suggestion and said that there were no proper facilities for tea and snacks at the Stores Offices in Bombay and that Customer Service too did not have a proper tea centre. Brig M.P. Joseph, Controller of Civil Works & Properties, informed the Committee that the International Airports Authority had agreed to provide site for a separate Canteen building near the Ground Support Hangar. Mr Gole pointed out that a mobile canteen van had been fabricated and would be put into use shortly. Mr J.P.D. Tata, Chairman of LRC said that 747 Hangar Canteen was always overcrowded. Mr V.M. Herekar, Dy Director of Engineering, asserted that the matter had been discussed with the Personnel Department and the problem would be solved. Mr Tata explained further that there would be no overcrowding if the main canteen was kept open round-the-clock. He added that unauthorised persons were using the canteen and it was agreed that this matter would be brought to the notice of the Security for immediate action.

Mr N.B. Patil complained to the members that payment of Meal Allowance to staff, who are called to work on their weekly off day, had

not been implemented at any station in India except Bombay. Mr K.A. Sapat, Industrial Relations Manager, stated that necessary instructions had been issued and that, in fact, he had received messages stating that instructions have been implemented at all Indian outstations.

Mr R.N. Dhople said that the air-conditioning plant in the Accounts Building was often out of order. Mr Herekar assured the Committee that a thorough enquiry had been made into the complaints regarding the working of the air-conditioning plant in the Accounts Office and necessary action has been taken to set matters right. He expected the plant to work satisfactorily during the ensuing summer. Mr J.N. Mogrelia, Dy Director of Finance and Secretary of the LRC, added that in order to improve the working of the plant further, a provision of a fourth compressor had been made in the next year's budget.

Avenues

Mr Tata felt that technicians in the Engineering Department who had adequate experience and showed sufficient merit should be taken up as trainees along with the Graduate Engineers. Mr Herekar said that the scheme of Graduate Engineer Trainees was specifically started with an idea of meeting the requirements of the Engineering Department in the higher supervisory cadre and pointed out that a minimum of 60 per cent was prescribed for such trainees. Mr Gole agreed with Mr Herekar and added that technicians had their own adequate avenue of promotion and it would not be correct to admit them into the Graduate Engineer Trainee scheme.

Mr Patil narrated an incident of a non-IATA agent indulging in malpractices at the Booking Office. Mr Shah asked Mr Patil to give the details of the incident so that the matter could be taken up with Security.

The Chairman thanked Mr E. Pereira, Managing Director, Hotel Corporation of India, for making excellent arrangements at the Hotel Centaur for the LRC meeting.

RANDOM JOTTINGS

By Whirling Mind

MEMORIES. Nostalgia. Thrills. Education. A first visit to the American seaboard. Rome, flying over St. Peter's basilica in brilliant sunshine and confronted by holstered police at Fumicino transit lounge (memories of Japanese gunmen?). And June Pope checking out raw hostesses and wanting an audition with the Holy Father in Vatican City (dial VAT-69 for Pope to meet Pope).

London, my first visit after 17 years. AI office resplendent with peacock, Buckingham Palace looking more forlorn than ever. The immaculate Trevor Turner, gregarious Peter Lawton plus beard and camera, Gus de Lima straight from Esquire, Maneck Dalal with his two hats - regional and ministerial.

Across the Atlantic. Memories of rough seas en route to Jamaica, 25 years ago, in sleek destroyers bucking 40-foot waves. New York and jet fatigue. Biltmore Hotel and delicatessen at Grand Central (what a change from Bombay Central!). The Empire State Building must be seen and 25 cent binoculars must be trained on the Statue of Liberty. Enigmatic Chota Chudasama and ebullient Pallavi Shah.

By Air Canada to Vancouver with a missed connecting flight and a seven-hour enforced halt at Toronto in 2°C. Young Gill of Air Travellers Cab Service, brushing aside all protests, plays host to a lonely (and dollar less) countryman, drives him downtown, buys him an Indian lunch, proudly displays his Gurdwara, and brings him

back to the airport. Who says Indians aren't hospitable?

Vancouver, for IATA PR Conference, hosted by Air Canada and Canadian Pacific (whose Presidents have been in office for only 24 days and 7 days respectively). IATA President Manuel Sosa de la Vega and DG Knut Hammar-skjold deliver addresses and Don McLeod of Air Canada chairs. Eminent aviation PR men, there are Alitalia's Giovanni Patara, SAS's Ralph Cohen, Aero Mexico's Carlos Verdugo, NZ NAC's Arthur Feslier, Austrian's Rupert Reischl, BA's Alan Ponsford, East African's James Mwai, Indian Airlines' Ajit Gopal and many many others. An educating experience discussing presentations and talking shop. Wake up one morning to a Christmas Card picture of snow on the streets and rooftops. Mahinder Singh Sidhu, our man in Vancouver, well-settled and selling well.

By United Airlines' DC-10 to Seattle, with a few hours driving around with Boeing's Gordie Williams in a Bombay-type rainstorm. Then the long haul by North West Orient 747 across the Pacific to Hong Kong. Transit lounge at Tokyo crowded and many sit on the floor.

Hong Kong revisited after 14 years. Changes all round. Michael Mascarenhas firmly entrenched, with Soonoo Ragi PR-ing for AI.

And then back to Bombay and the grind. Memories. Nostalgia. Thrills. Education. But it's good to be home again.

J.R.M.

A ROYAL WELCOME



Princess Christina presenting the glass vase to Mr Dastur.

Air-India welcomed last month Princess Christina, sister of the King of Sweden, her husband, Mr Tord Magnuson, and a group of about 80 enthusiasts of Indian dance from Scandinavia and other European countries during their visit to Bombay. Air-India brought the group from Stockholm especially for a Festival of Indian Classical Dances, held in Delhi in February. In Bombay, the group witnessed a special performance of modern Indian dancing

by the Sachin Shankar Ballet Troupe. The performance was organised by Mrs Katie Dastur, President of the Indo-Scandinavian Society. During her visit to the Air-India Auditorium to witness the ballet, Princess Christina presented Mr N.H. Dastur, Deputy Managing Director (Commercial), a traditional Scandinavian glass vase inscribed with the words "Presented to Air-India with our sincere thanks. Tour to the Dance Festival February 1976."



Trevor Turner
REPORTS FROM

LONDON



When the ASTA Team visited London recently the Director of the Indian Tourist Office and Air-India played host to the U.K. Travel Trade Executives, and the U.K. Travel Press. Photograph shows (left to right) K. Sarwal - Regional Manager, Cox & Kings, Bombay, P. Rana - Royal Nepal Airlines, Adi Katgara - Director, Travel Corporation of India, Asha Malhotra - Director, Indian Tourist Office, Maneck Dalal - Regional Director, U.K. Air-India, Jim Smith - Bales Tours, Netra Rana of Mercury Travels, Datto Telang - Vice-President - Oberoi Hotels.

Sampling London's Spring

The Spring bulbs and flowers were a welcome sight in early March this year, brought on by a spell of bright sunny and mild weather. However, this did not last long for the Winter temperatures were soon with us once again, but we are still hoping that we might do a double and have another good summer.

A very virulent flu virus attacked many of us with much venom in February, and the after effects were rather depressing and long-lasting. However, in comparison with some organisations we seem to have been less affected. We wonder what this proves?

We congratulated the Regional

Director on his completion of 30 years service with Air-India, 28 of which have been with us in the U.K. Reference to this achievement was made in the travel and in the Indian press but to quote him, we omitted to say he was only 12 when he joined!

Visitors and Victors

At the time of the good weather, we had a number of visitors from Commercial Department to London. It is always an indication that the best of the weather in India is over when plans start to be made for the U.K. visits and for the Sales Conferences in the various regions. One first time and welcome visitor to us was one of our bosses, Jim Martin who flew in and out en route to the IATA Public Relations Conference in Vancouver.

Supplies Manager, Joe D' Cunha, hosted the annual contact party, always a happy and well-attended occasion both by guests and hosts.

We said farewell to Vaughan Heenan who left us after nearly seven years in Sales to return to Western Australia. Good luck Vaughan and it is good to have a contact in Perth, especially in an hotel

Phil Bocarro was in Los Angeles in February for the 7th Convention of the International Federation of Women in Travel, but this time in the more relaxed capacity as Past Chairman. She could enjoy herself this year without the worry and responsibility of controlling all these 300 lady delegates. Air-India Toronto was represented by Melva Jurasic and Chicago by Lois Newcombe, and from Glasgow Jacquie Miquel.

She was no doubt taking notes as Jacquie will be the Convention Chairman next year when this important convention takes place in Glasgow. We hear that Andy Shaw has already fixed long leave to commence when the Convention closes!

Another item of distaff news is that Audrey Chessel, for a long time Secretary to the RD-UK before she deserted us for runways new, is the Chairman of the London Interline Club.

Interliners All

We launched an Interline Competition in February and a number of interline parties featuring the competition have been planned, one of which has already been held in Birmingham, and this was attended by Reg Mahon our Interline Sales Superintendent. The competition takes the form of a crossword with clues appertaining to Air-India and the United States, and the winner will have a two week holiday for two in New York and Hawaii. We are running this competition in collaboration with United Airlines. If you would like to have a 'go' at the clues, (but no Air-India staff members are eligible to enter) drop us a line and we will send you the clues but not the answers.

Manchester moves on

The first and oldest of our U.K. off-line stations is that they are hard at work. Madeleine deals with all the problems and Jock Dann scouts around for the business. Ashok Trikha keeps the ethnic flag flying and Peter Taylor from his cargo office at the airport brings in the freight. Happily Phiroz Kotwal is progressing well after his operation. □

Naosherwan Nalavala

CHAIRBORNE

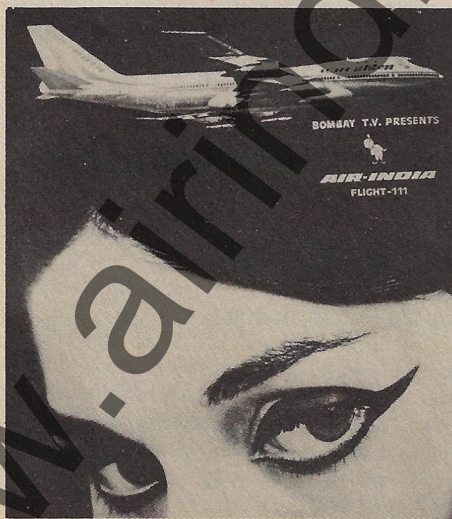
Indian Art 'Down Under'

"I am the proud owner of the 1963 and 1965 copies of the Air-India calendar featuring contemporary Indian art, which became collectors' items soon after their publication. Air-India's sponsorship in addition to its practical benefits to the artists and art of India, opened the first avenues of Australian contact with the art of that great nation." With these words Cedric Baxter, the art critic of the 'SUNDAY INDEPENDENT', introduced Indian art to his Australian readers.

The first Indian art exhibition by contemporary Indian artists was on display at the Skinner Gallery in Perth recently.

Sir Charles Court, Premier of Western Australia, who inaugurated the exhibition, wrote to the Chairman: "I was very impressed with the exhibition, which was sponsored by Air-India in collaboration with the Pundole Art Gallery. I am sure all of those who see this important exhibition will be very impressed with it. I asked the Air-India representatives present to convey my greetings to you."

Ten artists, from the established to the emergent, displayed 70 works, which had the universality of international painting. The paintings represented reflections of traditional India but some of them had modern variations and interpretations. The paintings of B. Prabha and M.F. Husain were particularly fascinating.



Telly Talk

"FLIGHT 111" was the title of a television documentary presented by the Bombay TV station last month. This documentary on Air-India's training of air hostesses was a 40-minute feature produced by N. Rajan. It covered a wide spectrum of activities from training hostesses in the art of serving wines and liquors to the intricacies of different kinds of cheeses. During training girls are taught how to wear make-up as well as wear a sari. The documentary emphasised safety measures that are taught to the hostesses in cases of emergency. Sarita Sethi of Bombay Television interviewed a number of hostesses and their views were projected in this programme.

All assistance, in terms of old Air-India film clips and factual in-

formation, was rendered by Air-India's Public Relations Office.

Humanitarian

Air-India once again put its best foot forward for a humanitarian cause. This time it was for the disabled Indian hockey goalkeeper, Charles Cornelius who left for London on Air-India for an operation on his left knee. Charles will undergo a major knee operation which will enable him to walk without pain for the rest of his life. He has been assisted in India by a number of orthopaedic experts as well as Indian philanthropists who sponsored his trip.

Editor's Choice

The Editor of "WOMAN'S OWN" in an article recently wrote: "EVEN IF YOU CAN'T afford to go as far as India this summer, you could feel as if you were there just by stepping on to an Air-India plane. Claire Rayner had to fly to Naples for a medical conference (she travels all over the world to keep up to date with ever-changing medical discoveries). The Italian airline was on strike so Claire was booked on an Air-India flight instead.

From the moment the hostess greeted her at the top of the steps -- fingertips together and head bowed in the traditional Indian greeting -- Claire felt she'd made an instant magic-carpet journey to New Delhi. The feeling got stronger when she found herself eating curry while flying over the Alps, and looking out of windows painted with pictures of Indian temples. The only down-to-earth note -- the red caste marks on the hostesses' foreheads were pieces of plastic, stuck on."



Curry favour

In anticipation of the World Vegetarian Congress planned in India in 1977, 'THE VEGETARIAN' of London carried a detailed article on Indian vegetarian cooking illustrated with one of our hostesses serving a vegetarian meal to passengers. In a special note to the variety of recipes described, the editors wrote: "Eastern hospitality -- classic sari-clad beauty in the modern setting of a Boeing 747 -- a stewardess serving an Indian meal at 30,000 ft (it tastes just as good at ground level). Air-India's large inflight food kitchen at London Heathrow Airport not only prepares Indian and European vegetarian food for their own flights, but for other airlines as well. Many report a marked increase in requests for vegetarian inflight meals. V.S. Bakshi, Air-India's Catering Superintendent, advised on meals at the 22nd World Vegetarian Congress, Sweden, 1973." □

AUSTRALIA shares with India a common National Day - January 26. On this day both countries celebrate their foundation as a nation. This link is now strengthened by the introduction of Air-India's 747 twice-weekly jet service between Bombay and Sydney.

It will mean that more visitors will be able to sample the delights of the Maharajah service and of Sydney, Australia's largest city, which has gained the hard-earned reputation of being one of the world's exciting cities.

Sydney is exuberant, hard-working, hard-playing and, above all, a city on the move.

Whatever you seek in life, you will discover it in Sydney, or the State of New South Wales, of which it is the capital. It will capture your eye, but perhaps, even more important, your heart, especially the ever hospitable Australian people.

Sydney was named after Viscount Sydney, the Home Secretary in 1788. (The name "Australia" is believed to have been used originally by English navigator Matthew Flinders).

Sydney developed rapidly. There were fewer than 100,000 people in 1861, trebling in 30 years and increasing even more rapidly after that.

The gold rushes of the 1850's brought thousands of people to Australia from all over the world but especially the United States.

Many Indians were also among the early settlers, making their mark in all walks of life, including establishing highly-regarded restaurants. These settlers have grown to more than 30,000 today, including many doctors, lawyers and educators. They have contributed to Sydney's and Australia's development.

People purchase terraced homes dating back to the early 1800's, restore them (stripping off the coats of paint to get to the brick), tracing out the white cast iron work and developing fascinating tiny gardens at the rear, open galleries, antique shops and smart businesses of all types in these buildings.

You can buy relics of the past, Australian paintings, photographs, pottery, large and small souvenirs to show friends back home and very distinctively Australian-type mementos in these shops. And the harbour is just a short walk away, always casting its atmosphere on the city.

Not far from Paddington is another famous area known as "The Rocks", where Georgian and Victorian-type buildings nestle side by side. The narrow-twisting streets of "The Rocks" give a memorable insight into Sydney town as it used to be.

Authors Joseph Conrad, Jack London and Robert Louis Stevenson stayed in and wrote about "The Rocks" while in Sydney. They all found it different, fascinating and a guide to Sydney's development.

One of the best known areas at "The Rocks" is Argyle Place, with many special attractions including an arts centre for lovers of every art. You can have a work fashioned while you wait, even a portrait of yourself.

A must is a meal at the Tavern where you can sample delightful Sydney rock oysters and a carpet bag

steak of sirloin stuffed with oysters. You can also read from a bib in the form of a newspaper of 100 years ago and join in singing colonial ballads from printed sheets.

The real tourist experience of becoming personally involved in an area and getting the feel of a place can soon be found in this part of Sydney.

You will also sample the famous personal hospitality of the Sydney-sider, who loves nothing better than to talk, especially with international visitors. He will probably invite you to see more of the area and sample the local atmosphere at one of the many nearby bars, where history dates back decades. And you could get an invitation to come home and meet the family!

No doubt you will taste the "midge" the 10oz glass of beer, which is Australia's most popular drink. But beer is not too far ahead of locally-produced wines, which have also gained an international reputation for their quality and pleasing tastes.

Sydney has a sweep and rush into tomorrow indicated by the controversial \$100 million opera house, with its billowing concrete sails thrusting into the harbour on a superb point at Bennelong Point. It is regarded by international experts as one of the architectural wonders of the 20th century.

The Opera House is perhaps the ideal symbol of Sydney's interest in the arts as well as the Australian sporting prowess.

Sydney's Harbour Bridge - the largest single span arch bridge in the world and lovingly called "The Coat-hanger" is a fitting background for the Opera House. No matter where you go you will always come back to the Harbour area with the Bridge dominant in the background and the Opera House nearby.

Around Sydney Harbour the latest ships berth. They come from all over the world to such as Woolloomooloo (an aboriginal word meaning "young Kangaroo"). The babble of many tongues is heard as crewmen enjoy Sydney town.

The whole Harbour takes on a new, added fascination at night. There are myriads of lights dotting the area and giving the city an air of a wonderland, including a fascinating view of the towering skyline.

Daylight sees yachts vying with larger craft and ferries criss-crossing from one side to the other. The Sydney-sider is basically an outdoor person. Millions of dollars have been spent on boating and sailing in the last few years. More than 60,000 Sydney-siders are licensed to operate power boats capable of doing 10 knots an hour.

A Mediterranean climate gives Sydney an all-year-round appeal. Winter (June to August) is cool with bracing winds, while summer, although hot, is blessed with breezes and evenly-scattered rainfall.

There are excellent facilities for swimming, boating, merely relaxing and wining and dining. And the bronzed young voluntary life savers are always on hand. Pretty girls dressed in bikinis also add colour to



For a great experience in Sydney, take a harbour cruise on one of the magnificent charter yachts or schooners.

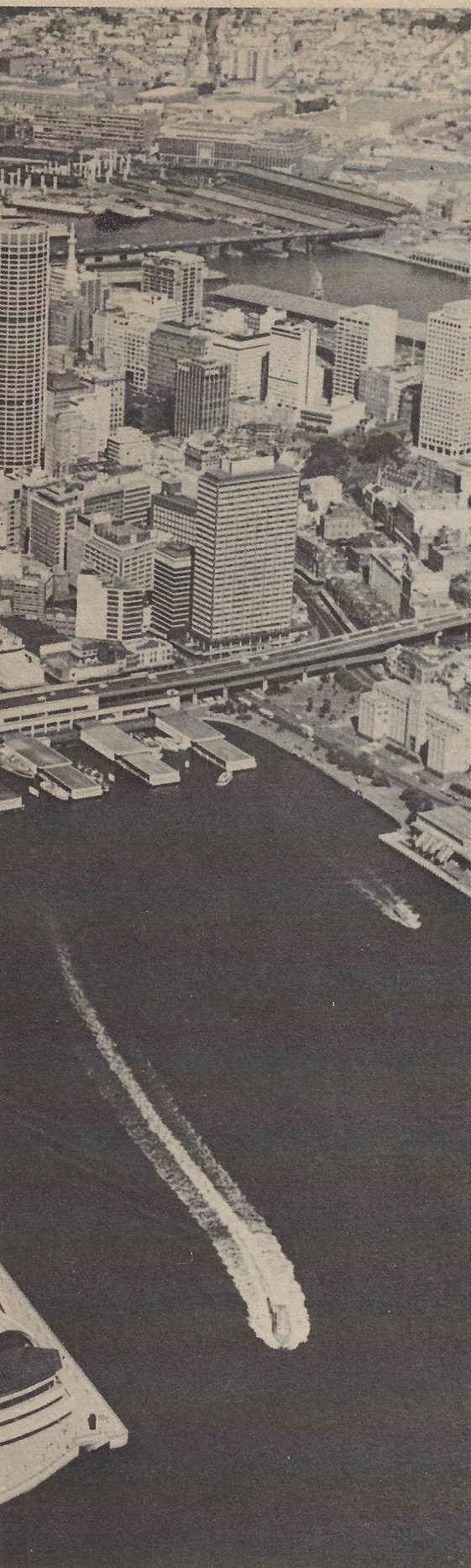


SYD

The Ser

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Sydney has a sweet row indicated by the lion opera house, with sails thrusting into the point at Bennelong Point. International experts tural wonders of the



SYDNEY

ene City

and rush into tomorrow's controversial \$100 million concrete harbour on a superb point. It is regarded by one of the architects of the 20th century.

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Sydney's beaches. They also add a touch of brightness to Sydney's sidewalk by wearing what have been described by overseas visitors as the shortest skirts in the world.

Hyde Park epitomises Sydney's democratic spirit, the right of everyone to have a say on any matter. It is also one of the city's most famous landmarks. Here at the weekend, soapbox orators attract large crowds as they talk and argue about the state of the world, the nation and the individual and they are very vocal.

There are no holds barred in the general discussions, but they remain orderly!

The city abounds in parklands, squares and tiny crescents. The Botanic Gardens, poised gracefully above the Harbour, contain numerous examples of Australian flora and fauna.

Then there is Taronga Park Zoo, where you come face to face with Australia's unique animals. These include the fur-clad koalas, the mournful-looking, but always engaging, kangaroos and platypus, which nature lovers claim wouldn't believe a description of itself. A harbour trip by ferry to the zoo adds double enchantment to the outing.

An unusual feature of Sydney life is the working men's or League's Clubs, which have mushroomed in and around the city.

Men and women pay a few dollars to join these clubs, which provide a variety of entertainment - evenings devoted to arts and crafts, being entertained while they wine and dine by some of the world's leading artists, enjoying sporting facilities and playing poker machines - or "one-armed bandits" as they are tagged.

The latter enable the clubs to operate and provide top facilities and entertainments at minimum prices. In these clubs you will see how Mr and Mrs Average Citizen spend their leisure time.

But there is plenty else to do in the way of night life. One of the best known areas is King's Cross, akin in an Australian way to Greenwich Village, Soho or even Montmartre. It swings around the clock.

Six streets converge at the Cross, making it a meeting place for every type, especially the eccentric. It is also Sydney's most densely populated area.

Something is always happening at The Cross, which abounds in clubs, coffee lounges, speciality stores, discotheques and naughty shows.

There's the floating Captain Cook's restaurant on the Harbour; some of the world's most palate-pleasing steaks in a converted restaurant wool shed and scores of examples to indicate the effects of ethnic groups on Sydney.

The city is also a shopper's delight with stores catering for all tastes (especially for the ladies), situated in elegant arcades. It is said that those who shop at the bay-side of Double Bay first buy the right clothes to wear on their shopping outing.

It also has other attractions for the visitor, such as the Alamein Memorial fountain, commemorating Australians who served in Africa in World War II. Floodlit by night, it gleams like a beacon for the crowds who multiply as the evening wears on.

The Cross contains many of the restaurants which have made Sydney a gourmet's delight, and a place where eating can be fun and a memorable experience. There is a restaurant in Sydney for every palate.

Restaurants compare favourably with those amazing little Roman ones hiding away in the narrow streets at the bottom of the Spanish Steps; there are French dishes, there is sukiyaki which would be accepted without demur on the Ginza; there's Hungarian goulash and shish kebab and steak and kidney pudding worthy of England's best. There are Chinese, Indonesian, first class Indian and numerous other eating places.



Renovated terraced houses can still be seen in the old residential areas of Sydney. This scene was taken at the "Speak-Easy" Restaurant in Paddington.

'The city area of Sydney, is busy, exhilarating and close to excellent surf beaches.



There's the floating Captain Cook's restaurant on the Harbour; some of the world's most palate-pleasing steaks in a converted restaurant wool shed, and scores of examples to indicate the effects of ethnic groups on Sydney.

Prices at restaurants can be as low as you wish or very expensive for that special occasion or holiday outing. Australian dishes, especially the seafoods and tropical fruits with Australian wines, are included at most restaurants. You don't have to dress too formally in most, although some require men to wear a tie no matter how casual their clothes are.

There is no shortage of different types of night life. Besides numerous cinemas showing the latest films from all over the world (including Asian and European), there are legitimate theatres staging plays and musicals from around the globe. And the latest Australian productions by local playwrights with leading local actors and actresses. The 110 member Sydney Symphony Orchestra (highly acclaimed in recent world tours) conducted by internationally famous conductors with top soloists, plays regularly at the Opera House. There's the Australian Ballet, chamber concerts, an excellent national gallery and more than 60 private galleries showing the works of renowned local and overseas artists.

There are paintings by Nolan, Tucker, Boyd, Blackman, Dobel and Drysdale to see and buy. Sydney illustrates that Australia is not solely dependent on art from other lands, but is forging its own independent way in all fields of creation.

Sydney is an ideal gateway to the rest of New South Wales and Australia. There are short and long tours covering the whole island continent.

You can go on one-day tours to nearby sheep stations, where you can sample billy tea and eat damper (bread made of flour and water in an open fire) as you watch sheep being shorn by rugged, tall and lanky sheepshearers, who will tell many a story about Australia and its early days.

And, with a bit of effort, you will learn how to throw a boomerang and make it return.

Towards the South Australian border is the fabulous city of Broken Hill, known as the "Silver City". It has been built over the largest silver-lead-zinc deposit ever discovered and it is surrounded by thousands of square miles of sunburnt country, making it a once-in-a-life time tourist destination experience.

There is something for everyone and every age in Sydney and New South Wales. □



Climbing . . . for fun



Above :

Tenzing Norgay photographed (centre) on arrival in Manila during his recent trip to the Far East. Seen in the picture from L to R: Commander Joginder Singh, Manager - Trek & Mountain Tours, Mrs Singh, Mr Hans Kasten, Nina Galang, Tenzing's daughter, now residing in the Philippines, Mrs Tenzing and Mr K.D. Sabnis, Area Sales Manager, Philippines.

Top left :

Capt Mohan Kohli, Manager, East Australasia, during his recent visit to Auckland, New Zealand, met Sir Edmund Hillary, the first Everest Conqueror, and Mr Peter Mulgrew, Hillary's companion on several Himalayan ventures, who lost both his legs of frost bite during the 1961 attempt on Makalu.

Left :

Mr Ramesh Kulkarni, Technical Assistant, Material Planning Division, and Mr Shrikant Karmarkar, Storekeeper, Stores Department, were sponsored by the Holiday Hikers' Club from Downtown Bombay for a 32-day Mountaineering Course conducted by the Himalayan Mountaineering Institute of Darjeeling. During their visit they climbed a number of peaks and acquired considerable skill in rock and snow climbing. The photograph shows from L to R: Mr Nawang Gombu, Mr Kulkarni, Mr Tenzing Norgay and Mr Karmarkar.

ON THE SPIKE

DELHI

MR AJIT SINGH is the new Manager for Northern India. He has taken over from Mr H.M. Kaul who is posted to Frankfurt as Manager-Germany.

Mr Ajit Singh joined Air-India as District Sales Manager in Delhi in 1963 and was posted abroad in 1966. After serving in Scandinavia, Benelux and Germany, he returned to India for a brief stint as Assistant Regional Manager-India in 1973 and was later posted as Manager-USSR in Moscow till 1975.

Mr Kaul became Manager-Northern India in 1973 after joining Air-India in 1947. He was posted to Cairo, Teheran and London before returning to Headquarters in Bombay in 1972 as Assistant Commercial Manager-Marketing and Sales. A number of staff functions were held to bid farewell to Mr and Mrs Kaul.

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We recently had the privilege of welcoming Princess Christina, sister of the King of Sweden, and her husband. They were amongst a group of 80 Indian classical dance lovers who flew to India for a Festival of Classical Indian Dances organised in the Capital.

* * *

The Sales Section have decided to cement their relations with Reservations. Mr Ashok Parashar is engaged to Kirti Gujral of Reservations. Wedding bells rang for Miss Shakuntla of Reservations who has left us to settle down in Seattle.

* * *

Cargo has been in the news recently and this is not because they have decided to clear their backlog. Four baby elephants were airlifted to Frankfurt last month. The elephants were brought in a truck and uplifted into a Boeing 747 aircraft. The jumbos ate sugarcane for dinner on their overnight journey. Kudos for a job well done go to our Cargo Section and Flight Handling Unit.

* * *

Air-India participated recently in an Ikebana Flower Show organised by Mrs Devika Trivedi at Ashoka Hotel where a model of our Boeing 747 was suitably decorated a la Ikebana style. Our congratulations to Mr H.S. Gill, Sales Manager, and Miss G. Claire, Sales Officer, for their very successful efforts.

* * *

Faridabad, the Industrial Centre of Haryana, is our latest offline point. Mr S.S. Chauhan leaves P.T.A. Section as our new Resident Sales Officer there.

- S.P. Dutt

CALCUTTA

WHAT could be more fitting (in more than one sense) than a Sunday spent - and some of us were in-

deed - at the picturesque Lake Stadium where the Annual Athletic Sports Meet was organised by our Recreation Club recently. The Airport boys excelled themselves. The Individual Championship was won by B.M. Banerjee of Engineering, followed closely by Shankar Mitra, Anup Banerjee and young Chanda from Traffic. Perhaps it's only because they are the "outdoor types"! But in all fairness, the City Office boys too did very well. Neville Peters took the Shot Putt, S. Narayan and his team won the relay and 3-legged race, D.C. Bardhan the Veterans Race and N.C. Mondal was adjudged best in the "Go-As-You-Like" get-up. The

Airport Team defeated both the City Office Teams in the "Tug-of-War".

After the distribution of prizes by Mrs Billimoria, rather nostalgically Mr H.D. Billimoria, Manager-Eastern India, told the participants and guests how, a few years ago, he and Mr Antia, as a result of a fall during the Veteran's Race, ended up in a hospital, all bandaged!

* * *

Baghdad here we come. Mr G.D. Subramaniam, our Deputy Manager, left Calcutta to take up his new assignment as Manager-Iraq, and we wish him and his family all happiness.

- Pat Rodricks

CLOSE UP



Pat for Moorthi

Mr R.R. Shaw, Assistant Director General of IATA in a letter of appreciation to the Managing Director wrote, "I would like to express IATA's great appreciation to your airline for its continuing support to these activities of the Airport Consultative Committees and in particular to Mr V.D. Moorthi (Manager, Flight Services) for his contribution to the Teheran activity."

This pat on the back to Mr Moorthi was as a result of a suggestion he had made to ACC. Mr Moorthi explains that "the Iranian Government had appointed American Consultants for construction of new Teheran International Airport, and the Consultants had prepared master plans for the

airport and a presentation was given by the Consultants to the IATA Airport Consultative Committee for Teheran. Incidentally, the new Teheran International Airport has a billion dollar project providing for multiple parallel runways and taxiways, approach and landing aids. On going through the technical specifications for the manoeuvring area complex, I pointed out the non-standard criteria adopted by the Consultants, particularly in view of the high elevation of the airport, in regard to length, width and pavement bearing strength of runways, taxiways, high speed taxiway exits and apron and the non-essential requirements of equipping all parallel runways".

These suggestions were endorsed by the Consultative Committee which led to a reappraisal of the operational requirements at new Airport at Teheran by the Consultants. The IATA Airport Consultative Committee are currently working at some 34 airports around the world to ensure that the designing of new developments is both efficient in the handling of traffic and has a minimum cost from the capital investment point of view. The Teheran ACC achieved major change in the designing of the new airport at that city which has realised a cost reduction in order of \$ 195 million in the first phase of construction. It was for this reason that Air-India and Mr Moorthi were complimented.

At a recent meeting held in Bangkok Mr Moorthi was elected as Chairman of IATA South-East Asia/Pacific Regional Technical Panel. □

STOP PRESS

ASI Elections

Mr Om Sawhny, our Director of Engineering, has been elected President of the Aeronautical Society of India, Bombay branch, for 1976-77 at its Annual General Meeting held in Bombay recently.

Mr M.S. Balasubramaniam (Air-India) and Mr P.S. Menon (Air Works India) have been elected Vice-Presidents. Other office-bearers of the society, all of whom are in Air-India, are Mr B.K. Majumdar, Hon Secretary; Mr P.S. Ganapathy, Hon Jt Secretary; and Mr I.S. Gopalakrishnan, Hon Treasurer.

The Committee Members are Mr J.P.D. Tata and Mr B.P. Baliga of Air-India; Mr P.U. Nayak, Bombay Flying Club; Mr P.G. Kurian, Aeronautical Inspection Department, Government of India; Mr G.B. Bhide, Indamer Pvt Ltd; Dr T.S. Patel, Indian Institute of Technology and Capt Bhaurao Khadale of Indian Airlines.

from the mailbag



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

From: E.V. Nunes, Cargo, Bombay.

Anwar Abbas's "In Right Earnest" (February 1976) adequately sums up the attitude of lamenting Jeremiahs. We have quite a few of them in Air-India.

Whilst Management's decisions might not please all of us, it should not deter us to go ahead with our own efforts for self-improvement. Knowledge gained is never lost.

I am reminded of the parting advice given to me by my school master which I can never forget. He said "All men cannot do extraordinary things, but all men can do ordinary things in an extraordinary way."

A simple advice which if practised is bound to give every man job satisfaction.

* * *

From: C.N.C. Sekhar, Finance & Accounts Department, Bombay.

I wish to mention the following aspects which are part of the Budget (January 1976) process that should have been explained:

- i) Matching of the available resources with the requirements of the alternative plans of operation and arriving at a feasible agreed final plan consistent with the resources available by way of aircraft capacity, crew, engineering facilities, handling equipment, etc.
- ii) Forecasting of demand and sales revenue.

In order to achieve a certain desired performance to render a satisfactory rate of return, it is necessary to utilise the existing resources to full advantage. At

the same time an ambitious plan may not often be feasible because of certain limitations. Reconciling the marketing needs with the available production facilities and arriving at the optimum plan is a "brainteaser" where the expertise of the various divisions involved comes into play.

It is often said that "Cost is a fact and price is a policy". The pricing policy is normally designed to influence demand. In the case of air transportation industry the scope for individual airlines on pricing policies is limited as broadly the pricing is collectively determined by IATA. Sales forecasting is therefore still a leap in the dark even with the adoption of the most scientific techniques.

Once the pattern of operation is agreed upon, cost forecasting is mostly based on a deterministic approach, while revenue forecasting involves largely a probabilistic approach which holds valid only at stated confidence levels. Revenue is sensitive to many international influences and events over which the enterprise has little control. The blending of economic trends with other environmental factors and forecasting revenues is no crystal ball gazing game and calls for considerable skill and judgment.

The budget goals are developed by the interaction of people of various disciplines who get committed to the goals set and accept their performance to be measured by the yardstick they have set collectively. In short the point to be stressed is that the figures give the budget its shape but the people behind it give it its soul.

On the move

The following staff have been promoted:

ENGINEERING DEPARTMENT: Mr P.A. Thomas and Mr T.P. Narayan Nair as Dy Engineering Managers; Mr C.P. Menon as Asst Engineering Manager; Mr J.P.D. Tata, Mr I.S. Mathur, Mr V.N. Ogale, Mr S.B. Tembe, Mr M.B. Apte, Mr A.I. Hyder, Mr V. Viswanathan, Mr J.V. Gupte, Mr R. Vinjamuri, and Mr N.S. Chakrapani as Asst Superinten-

dents; Mr V.N.C. Nair as Aircraft Maintenance Engineer Gr I; Mr M. Sanjiva as Administrative Officer; and Mr A.B. Hebbar as Administrative Officer (Planning).

STORES & PURCHASE DEPARTMENT: Mr P.D. Marathe as Dy Controller of Stores & Purchases; Mr S.S. Krishnan as Asst. Controller of Stores & Purchases (P); and Mr D. Oliver as Stores Manager.

Veterans...say good-bye



Mr P.K. Pillai, Aircraft Maintenance Engineer Gr I, Engineering Department, retired after 27 years service. Mr V.N. Herekar, Deputy Director of Engineering presents him a salver.



Mr C.M. Fernandes, Sr Aircraft Technician, Components Overhaul Division, retired after 21 years service. Mr H.C. Kapoor, Deputy Engineering Manager, COD, makes a presentation.



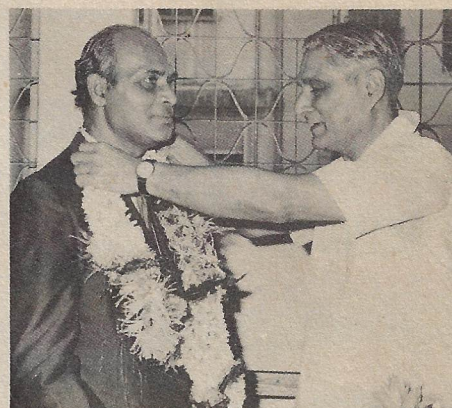
Mr Behli S. Batliwalla, Manager-East Australasia, Sydney, retired after 18 years service. Mr Malcolm Barretto, Regional Manager-Australasia & South East Asia, presents him a salver.



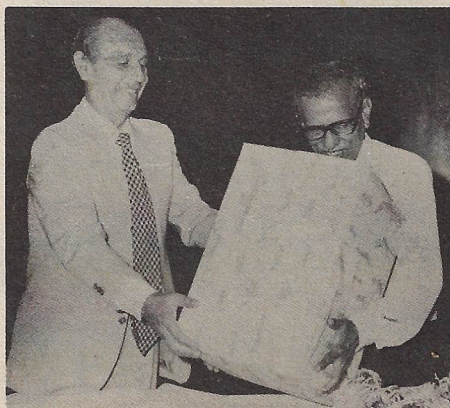
Mr D.M. Ayachit, Foreman, Accessories Overhaul Division, retired after 29 years service. Mr J.J. Wadia, Engineering Manager (Ancillary Overhaul), bids farewell.



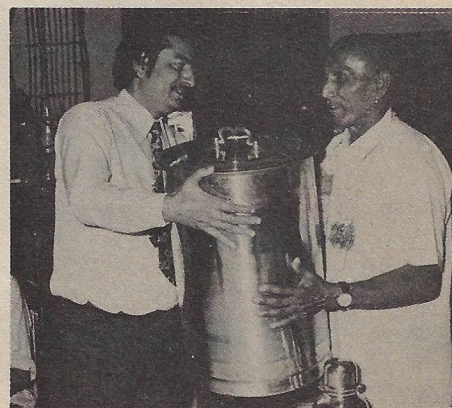
Mr R.D. Machhina, Computer Operator, retired after 18 years service. Mrs Ketty Harda bids farewell.



Mr B. Gonsalves, Sr Aircraft Technician, retired after 28 years service. Mr J.J. Wadia, Engineering Manager (Ancillary Overhaul), bids farewell.



Mr M.U. Saadan, Filing Supervisor, Tariffs, retired after 28 years service. Mr N.H. Dastur, Deputy Managing Director (Commercial), makes a presentation.



Mr R. Ramnath, Head Cleaner, Catering/Cabin Service Division, retired after 32 years service. Mr K.B. Nanda, Manager-Systems Catering/Cabin Services, presents him a brass water tank.

Mr M.J. Udawadia, Aircraft Maintenance Engineer Gr I, and Mr M. D'Souza, Senior Aircraft Technician, Piston Engine Overhaul Division, retired after 29 and 27 years service respectively.



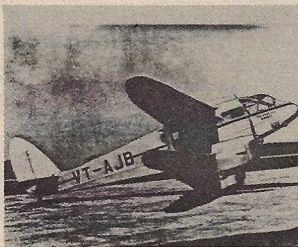
AIR-INDIA QUIZ



1. Who are the three persons in this photograph?
2. On what occasion was this photograph taken?



1. Where was this photograph taken? Name the location.



1. Name the aircraft.
2. In what years was it in service?

Answers to March Air-India Quiz

- | | | |
|---|--|---|
| 1. J.R.D. Tata, in pilot's gear and to his left Nevill Vintcent. | 1. The original hangar at Yeravada, Poona. | 1. Sir Gurunath Bewoor. |
| 2. Arrival at Juhu of the inaugural mail flight from Karachi in 1932. | 2. At Yeravada, Poona. | 2. He served as Managing Director of Air-India and Air-India International. |
| 3. At Juhu aerodrome. | 3. In 1936. | 3. His son, Gen. G.G. Bewoor, was Chief of the Army Staff after Field Marshal S.H.F.J. Manekshaw. |

Flower Power



Miss Indira Krishnan from our Booking Office presenting a bouquet of foreign flowers to Mrs Jung on behalf of Air-India.

With a lavish display of 'Flower Power', Air-India bagged the first prize in the Foreign Flowers Section at the XVII Annual Vegetable, Fruit and Flower show sponsored by the Friends of the Trees in Bombay recently.

Our stall proved to be the 'piece de resistance' at the show and attracted no less than 7,500 enthusiasts during the two-day show.

Mrs Zehra Ali Yavar Jung, wife of the Governor of Maharashtra, expressed admiration for our display. She was so delighted that in response to requests from the press photographers she posed amidst our flowers (must admit that the charming first lady of the State looked as attractive, if not more attractive, than our blooms).

This year we presented a large variety of flowers as compared to the previous years. Our exhibits were specially flown in for the show. They included Tulips, Carnations,

Chrysanthemums, Roses and Daf-fodils from Britain; Heliconia (crab's claw), Bird of Paradise and Anthurium from East Africa; Pussy Willows and Gladioli from Hong Kong; Cymbidium Orchids from Japan and Orchids from Thailand and Singapore.

The beauty of the exotic blooms were considerably enhanced by some very imaginative and ingenious floral arrangements by Ms Neela Khambla of Oberoi Sheraton Hotel who was deputed to arrange our exhibits. Our display was organised by R. Nambiar of Central Space Control (a former member of the Managing Council of the FOT) assisted by R.S. Sharma of Bombay Reservations.

Congrats for our impressive showing go to our London, Nairobi, Singapore, Bangkok, Hong Kong and Tokyo Offices who rushed the exhibits to Bombay on time and in perfect preservation.

Air-India wins Cricket Tournery

The Air-India cricket team, led by Ramesh Manjrekar, won the Fifth Joint Indian Airlines/Air-India cricket tournament recently held in Bombay. Air-India registered a sweeping victory by beating all the four teams which participated in the tournament, scoring an aggregate of 12 points. Four Indian Airlines teams from Madras, Bombay, Calcutta and Delhi participated in the tournament which was played on league basis. Indian Airlines, Madras, were declared runners up on the basis of quotient, scoring nine points.

S.K. Bansal of Indian Airlines, Delhi, was adjudged Best Batsman and Best Fielder of the tournament. He scored 94 runs against Air-India while D.R. Satpute of Indian Airlines, Bombay, was adjudged the Best Bowler. He captured 7 wickets for 40 runs against Indian Airlines, Madras.

India's greatest test opening batsman of yester-years, Mr Vijay Merchant, was the chief guest at the prize distribution ceremony held at the Islam Gymkhana Hall on the concluding day of the four-day tournament. He urged cricketers to play the game in its true spirit. "You should always play each ball on its merit; never brood on the ball already bowled and don't think of the next", he advised.

Earlier, welcoming the chief guest, Mr D.P. Nimkar, Controller-Ground Handling Department, who is also the President of the Air-India Sports Control Board, traced the cricketing career of Mr Merchant while Mr K.R. Asundi, Dy Manager (Training) and Vice President of the Sports Control Board, wished Mr Merchant many years of a fulfilling life.

S.L. Bapat



At the inauguration of the Planning and Designing Division (L to R) Mr S.D. Varerkar, Mr M.V. Bichu, Mr P.D. Baliwala, Controller of Stores & Purchases, Mr K.K. Unni, Managing Director, Mr K.G. Appusamy, Dy Managing Director and Mr A.N. Sridhar.

Air-India Press Expands

THE Managing Director, Mr K.K. Unni accompanied by Dy. M.D. Mr K.G. Appusamy inaugurated the extension to our Printing Press in which the Art Section of the Press will be located. This Section will be responsible for planning and designing as well as composing, proof reading and offset plate making. The expansion was due to the increase in workload of the Printing Press, which, during the five-year period, has doubled. The Press presently takes up a variety of jobs, from printing of Passenger Tariff, Engineering and Operations Training Manuals to your very own, Magic Carpet.

The Air-India Press has had humble beginnings. From a small room in the Tata Hangar Number 8 and a Rota Print R70 Offset Unit, the Press has made large strides and has today Rotaprint, Multilith, Harris and Dominant Perfector offset

machines running, at times, round the clock.

Since 1957 the Press has not looked back. In 1964, the annual turnover was Rs 3.00 lakhs. Between 1965-68 the average turnover was Rs 3.85 lakhs per annum and today the turnover is approximately Rs 15 lakhs per annum.

With equipment worth Rs 10 lakhs and 55 staff manning the various sections, the Air-India Press is one of the foremost small offset printing organisations in Bombay. It today services printing orders for all of Air-India's 34 online and 102 offline sales offices.

Kudos for quality production and efficient running of the Press goes to Senior Officers of the Purchase Department. The set of trained officers and staff of the Press has given excellent performance over the years.

Strange, yet true

Twelve years ago, she joined Air-India as a receptionist. Today, 40-year-old Suzanne Lee is our District Reservations Superintendent in Hong Kong. Her husband is Director of Physical Education in the local university and she has four daughters, aged 23, 21, 15 and 13.

This story starts about two years ago. Life was running smoothly for the Lee family when Suzanne developed that most dreaded of diseases - cancer. Soon she was in and out of hospitals for treatment. The cancer was initially located in the breast which had to be removed. But the cancer continued to spread - to the spine, lungs, and possibly the brain. She had to face the fact that nothing was going to cure her and for the rest of the short span of life left to her, it was drugs, injections and radiation therapy.

One Sunday morning just about a year ago, she was propped up in bed reading an interesting article in the local paper. An English lady had, in similar circumstances, been cured by a man in Manila. They called him a faith-healer. Suzanne paid little heed to this, but friends urged her to give him a try. And so she took the fateful decision which was to change her life.

AI Manager Ravi Misra promptly granted her leave and the next day Mr & Mrs Lee accompanied by a daughter flew to Manila.

It was behind a small Chapel, in a tiny room far removed from the shiny aseptic hospitals of modern Manila that she met a Filipino faith-healer, Juan Blance. A simple, pleasant-faced

man, Blance has no medical training nor any illusions about himself. He knows that God has given him the power to heal and he devotes his life to healing. A simple psychology.

"There are many roots in your body that need to be pulled out," he told Suzanne simply, "I shall do it." There were six sessions altogether, each lasting a few minutes; no surgery, no instruments, no pain, no scars, no convalescence. "In the first session, Blance pointed my husband's finger at me, and a small scratch appeared on my breast. Over this, Blance placed a coin, and some cotton wool which he set alight, and covered it with a cup. After a few seconds, when the vacuum created drew forth a few drops of blood, he removed coin and cup, and pulled out a 3-inch long worm-like piece of tissue which he said was a cancerous root."

In the six sessions, Blance extracted five such roots from her breast, one from her spine, three from her lungs and, from her head, no less than ten grey-coloured melon-seed tissues.

Suzanne is now back at work in Hong Kong, well and happy. According to her family physician, the fresh set of X-Rays showed no signs of any cancerous growth. Was there any trickery involved, perhaps it was a convincing sleight-of-hand exhibition? Is there any scientific proof or logical explanation to this 'cure'? Who knows? Who cares! Certainly not Suzanne Lee. As far as she is concerned, faith can move mountains, faith has made her well.

Soonoo Ragi