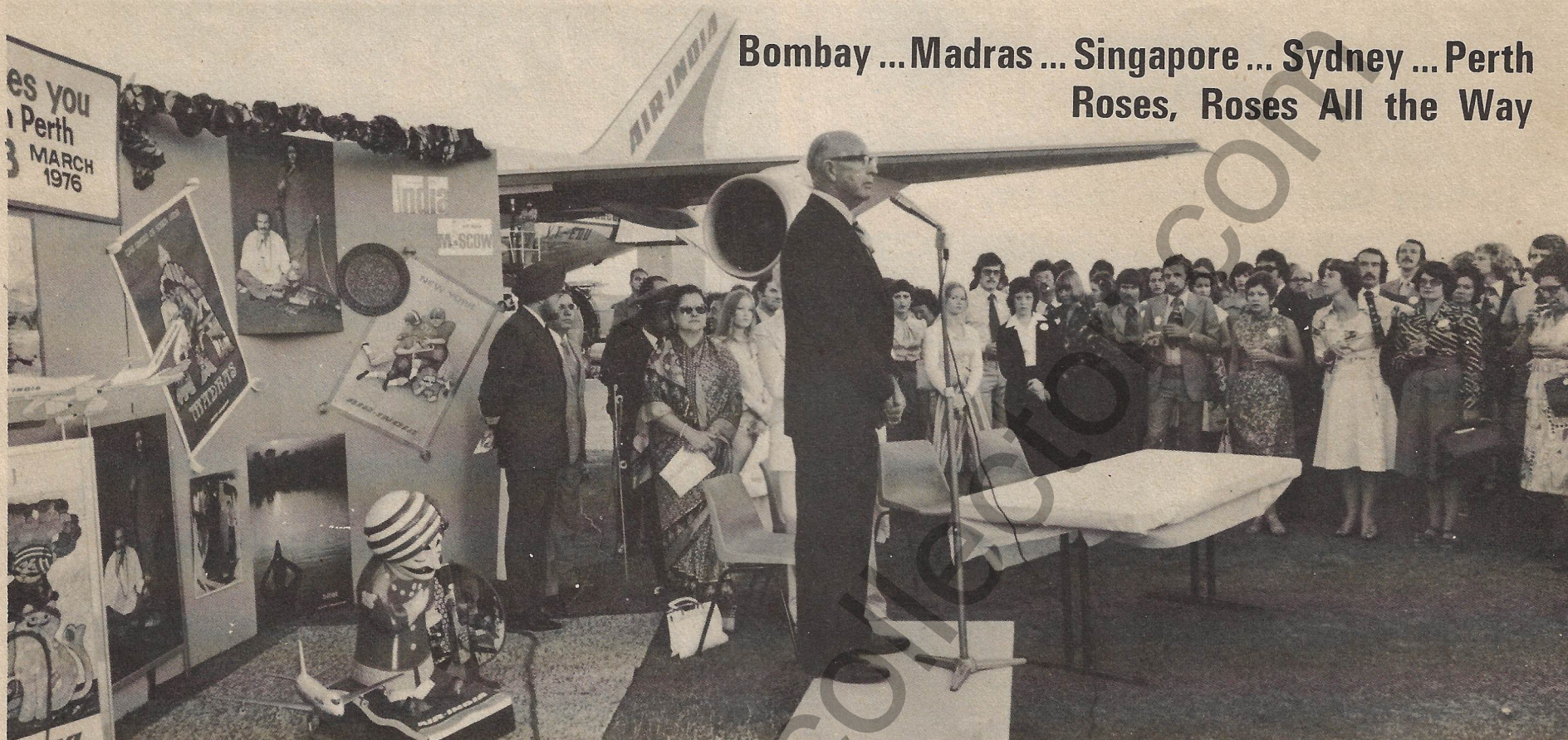


**AIR-INDIA**

# Magic Carpet

VOL. 20, NO. 5

MAY 1976



**Bombay ... Madras ... Singapore ... Sydney ... Perth  
Roses, Roses All the Way**

Sir Norman Brearley, aviator and the Father of Aviation in Western Australia, welcoming "Emperor Akbar" and its crew at Perth airport. Seen to his left are Mrs C. Chellaram and Capt J.S. Dhillon.

Air-India's Chief Air Hostess, Colleen Bhiladwalla, being interviewed on Channel 9 before the lottery draw by Peter Barlow, the famous Australian TV personality and compere of Channel 9.

**AS THE "EMPEROR AKBAR" flew on its maiden voyage from Bombay to Perth, it was roses, roses all the way and hoarse chants of welcome.**

At Madras Airport, the Emperor was trumpeted in by a caparisoned elephant carrying on its side a placard JUMBO COMES TO TOWN. Later in an unusual gesture it garlanded the Commander, Capt C.R.S. Rao and the other members of the crew.

At Singapore, a Press Conference was addressed by Mr G. Pereira, Manager, Singapore and Mr K.L. Ramchander, Commercial Manager-Customer Service to introduce the 747. In an interview with Capt Rao, the "New Nation" said, "When Capt C.R.S. Rao of Air-India first flew a plane to Singapore, he was told to look out for a "skyscraper" - Cathay Building. That was 21 years ago. On Tuesday, when Capt Rao piloted the airline's first Boeing 747 to Singapore, he had a difficult time sighting the landmark, which was lost in a forest of towering blocks".

At Sydney's Kingsford-Smith Airport, the Indian High Commissioner, Dr S. Sinha, welcomed the Emperor in traditional Indian style.

The High Commissioner warmly garlanded Capt J.S. Dhillon and Capt P.F. Patel, while Mr M. Barretto, Regional Manager-Australasia and South East Asia, and Capt M.S. Kohli, Manager, Sydney, busily looked after the ceremonies and the guests with rare aplomb.

Four hours later the Emperor made a grand entry at Perth airport for a royal welcome. It was received by a host of distinguished citizens headed by Sir Norman Brearley, an aviator and the father of aviation in Western Australia. In a welcoming address, Mrs C. Chellaram, our Manager, Perth, said, "We thought

it appropriate that Sir Norman Brearley should launch our Jumbo service from Perth just as he launched Western Australian aviation way back in 1921 when he started Australia's first airline, W.A. Airways Limited".

In gratitude, Sir Norman congratulated Air-India and said that it has "always appealed to me as an airline because it does not rush in and buy new aeroplanes as soon as they are off the assembly line. It has a conservative management who wait and see (in their canny Indian way) if an aircraft is safe, efficient and provides the right customer service...."

Sir Norman Brearley remarked that "service was still the motto of a successful airline and Air-India's service had never been bettered over its 44 years of operation". And, as he said "Jai Hind Air-India" (Long Live Air-India), the audience broke into a thunderous applause.

The media too gave Air-India a rousing ovation. Mrs Chellaram appeared on an eight-minute interview on Australian Broadcasting Commission to talk of the Boeing 747 inaugural flight, while Sir Norman Brearley commented glowingly on Air-India's progress in the morning current affairs programme, but perhaps the most successful projection was a half-an-hour television show featuring Air-India's Chief Air Hostess, Colleen Bhiladwalla on Channel 9 and Channel 7 in a direct live telecast of the drawing of Australia's first Million Dollar Lottery. She appeared with American TV Star Chelsea Brown, Australian pop singer Carter Edwards, well-known English comedian Jimmy Marshall and Australian TV personality Gordon Chater. The programme was transmitted interstate to Adelaide and Melbourne with a viewing audience of 5,000,000.







## Indian heritage on display

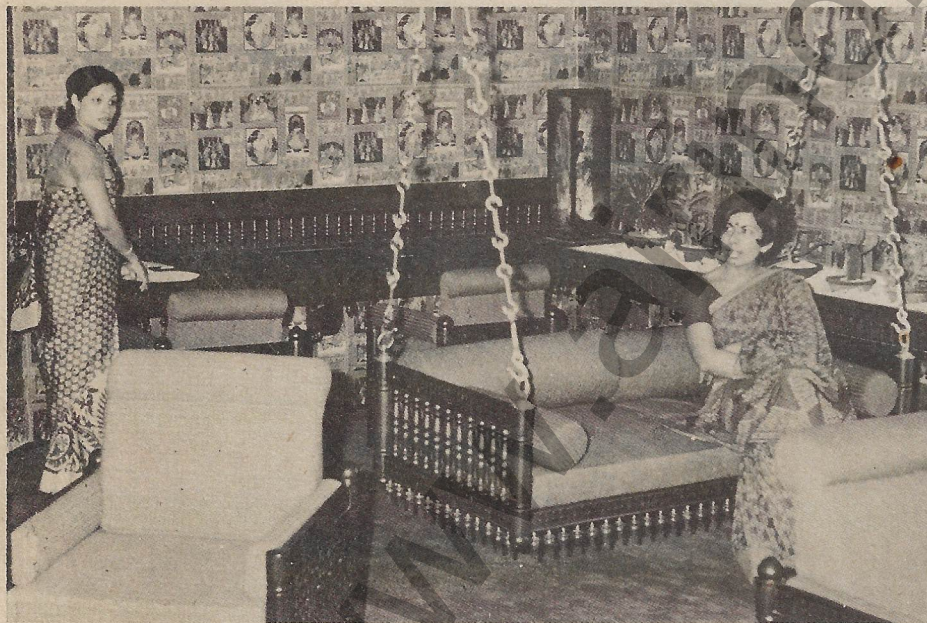
**SRINAGAR:** An exhibition of 54 costumes of India acquired by Air-India was a runaway success. It was inaugurated by Begum Zehra Ali Yavar Jung, who was received at the Bombay Town Hall by Mr and Mrs K.K. Unni and Mr and Mrs N.H. Dastur (Mr Dastur not seen in the picture). This 10-day exhibition was widely appreciated by the citizens of Bombay who witnessed for the first time this unique collection. It was compiled by the famous fashion designer Roshan Kalapesi and created by Mr J.B. Cowasji, Commercial Manager - Publicity, with



Mrs U. Parikh, Assistant Publicity Manager, as co-ordinator. The photo alongside shows the tribal wear of the Gonds of Madhya Pradesh. The headress on top is that of a Maria Gond Drummer made of bison horn, tiger claws and cowrie shells. The Gonds are a major tribe of the Dravidian family and are mainly forest dwellers while the Marias are hill people. The exhibition design and graphics were executed by the National Institute of Design with background music composed by Atul Desai.



The VIP Section in Air-India's Maharajah Lounge at the Centaur Hotel. The Lounge will complement the new check-in facilities provided by Air-India at the Centaur Hotel.



Air-India's check-in facility for first class passengers and residents of the Centaur Hotel flying on Air-India. The facilities include an enquiry and reconfirmation desk and checking and customs clearance counters. This is the first time ever that such a facility has been provided by any airline in India.

## CHECK-IN...and proceed

Air-India introduced last month a facility unique in the history of commercial aviation in India. Air-India's first-class passengers and residents of Centaur Hotel flying on Air-India can now check-in at a special counter located in the Hotel.

In the main lobby of the Centaur is the enquiry and reconfirmation desk with separate counters for checking-in passengers and baggage, and customs clearance. After completing these formalities, international passengers proceed directly to the airport for security check and embarkation.

For the comfort of first-class passengers, a Maharajah Lounge designed in the traditional Indian style, functions on the fourth floor of the Hotel.

The interior of the Maharajah Lounge is decorated with colourful scenes depicting the life of Lord Krishna and verses from the Ramayana. Mother-of-pearl disc shells and bead curtains enhance the beauty of the decor. The V.I.P. section of the lounge has in addition an intricately carved temple door, a Rajasthani swing and wall murals in ceramic.

## RANDOM JOTTINGS

By Muddled Mind

**A**ND so we come to the Commercial Department — an organisation so vast that its activities and personalities, to be fully covered, would have to be serialised. Its tentacles spread all over the globe, from New Zealand to New Delhi to New York.

Presiding over this empire is Mr. Nari Dastur. He sits behind an imposing temple door which is open to all. Well-known for his soft heart, he nevertheless ruthlessly insists on the 'hard sell'.

Inder Sethi, who looks after marketing and sales, is the barometer who constantly watches the Traffic Explosion. Directly under him is Avinash Mahajan recently returned from Germany; we are told he is busy trying to convert the HCI snackbar from hamburgers to frankfurters. Two other trouble-shooters are Marzban Mowji and Indu Seth. Balendu Shah, missing the hillsides of Himachal, has taken himself off to the hilltops of Hong Kong.

Also on the 17th floor, where Farana Kabli smilingly reigns supreme in the splendiferous reception room, is Eric D'Silva, who recently celebrated 25 years of marital bluff. The Tour Promotion Section consists of Jimmy Meherhomji (he needs to climb a mountain or two to reduce a Kg or three), Muzaffar Ali (who conventionally looks after conferences medical, ornithological, biological and not-so-logical) and Meher Moos (generally speaking, Marco Polo's generally speaking).

Then there are the terrible twins - the Creado's. Godfrey wrestles with the problem of finding space for importunate passengers, and Neil neatly solves the problem by indicating how to palm them off on to other airlines! Mukund Mangaokar deals with Tariffs, a subject so confidential that even he has access to only half the information, while V.V. Joshi, the scheduling man spends most of his time in close confabulation with his Central Railway counterpart at VT station.

Ravi mani takes time off from his multifarious duties to act as editorial board member of the Magic Carpet together with Joe Andrade. Both of them take this job seriously. They plough through maunds of paper (for which we are grateful), offer tonnes of advice (for which we are not so grateful), but we are happy to have them 'on board'.

Jal Cowasji is holidaying in the winter of Melbourne. Uttara Parikh is carrying on manfully, assisted by Firdausi Jussawalla and Sanat Surti (who believing in Art for Art's sake graciously approves the Carpet's layout.)

Space is limited - as Godfrey would say. We must leave for a later date the various 'route-masters' and Francis (no relation to Vasco) de Gama and his ever-humming first floor colleagues, including the Booking Office -- about which, as Sukhi would say, we could write a book.

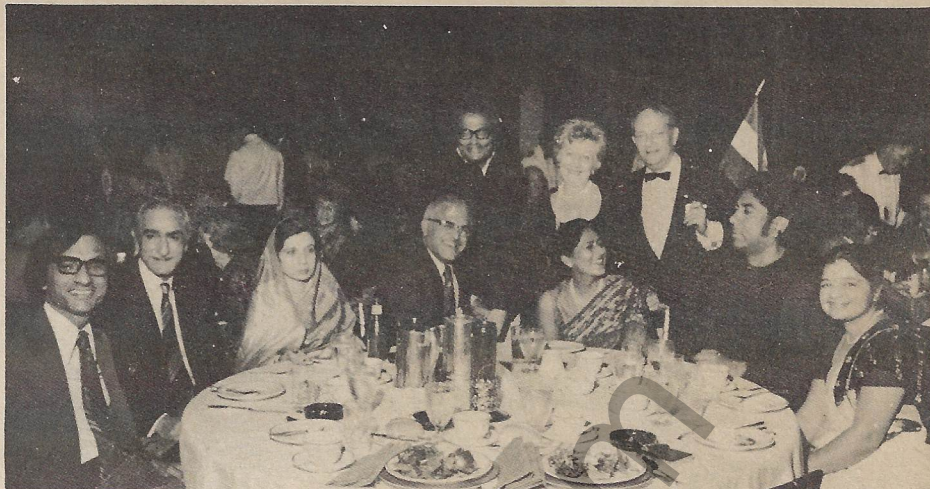
J.R.M.



# MERRY-GO-ROUND



Lars Eric Lindblad, at a recent breakfast seminar, explaining his Everyman's India tour programme, a new budget venture for Lindblad Travel, the deluxe tour operator, at Air-India's Regional Sales Meeting. Air-India is the carrier for the new programme.



Minister for Tourism of West Bengal, Mr Tarun Kanti Ghosh and Mrs Ghosh, were honoured guests at the Los Angeles Masonic Press Club First Celebrity Ball held at Beverly Hills. Here he is seen with Mr Brij Mehra (Extreme Left), Air-India's Area Sales Manager, Los Angeles and other guests.

## Top of the News

**J**OE BOGGS, our man in Miami is back in the news again. The Mayor of Miami, the Honourable Maurice A. Ferre and Metro Mayor Stephen P. Clark proclaimed Tuesday, February 10, as Joe Boggs Day. This rare honour was bestowed on Joe to coincide with a special salute to him at a banquet reception in the Dupont Plaza Hotel organized by the Miami SKAL Club. Joe is the first Floridian and Air-Indian to be elected President of SKAL International. Frank Martin, our Sales Manager, flew down for the banquet to represent Joe's colleagues at Air-India.

According to Joe, his name and \$5.00 will get us a free pardon for parking violations in Miami!

Up in the freezing zone in Toronto, Douglas Trimmer, our ASM hosted a reception for the Indian community on Republic Day which was graced by our new Consul General, the Honourable Mr Suri and the Honourable Roland Mit-

chener, who is the former Governor-General of Canada, and Mrs Mit-chener. The use of Doug's name and \$5.00 will instantly earn you a Royal Mounted boot in Toronto. Mrs Joyce Trimmer is the metropolitan Controller. Her name and \$5.00 may do the trick. Herb Caen, the well known San Francisco columnist reports that during the recent Salute to India evening by the San Francisco Press Club, Bob Thayer, our Area Sales Manager and Jerry Spayer, our Sales Rep and wine country specialist were seen talking to Travel Agent Lois Mayer.

In balmy Los Angeles, our ASM, Brij Mehra, was host to Mr Tarun Kanti Ghosh, Minister for Tourism of West Bengal and Mrs Ghosh at Masonic Press Club's First Celebrity Ball held at the exclusive Beverly Wilshire Hotel. Mr Ghosh made a donation, a personal gift, sent by the Prime Minister, Mrs Gandhi to mark the occasion.

M. Chudasama

## Kabir hits the Marquee

He came unknown and unannounced. He left a celebrity. He was labeled as "The Magnificent", "The Valentino of the 70s" and he was mobbed wherever he went. The showman is Kabir Bedi—a household name in Italy. This is because he acted in a TV series "Sandokan" based on the book by 19th century Italian writer, Emilio Salgari. For India and Air-India, Kabir Bedi's meteoric rise has been a bonanza. He has been featured on radio, TV and literally miles of 'copy' have appeared in

every major and minor newspaper and magazine, and, as a result, young and old are booking on Air-India to fly to India, the land from where Kabir hails.

He has inspired special tourist articles and as our man in Italy writes: "Kabir has started an 'earthquake' and the 'tremors' continue'".

The Sandokan series will now be shown on French and German TV and once again Air-India expects a boom of tourists from these two countries as well.

Kabir Bedi seen with Mr C.S. D'Mello, our Assistant Manager, Rome, before his departure to India on our service.



## A RECORD OF SERVICE

Twenty-eight years inflight must be a record for serious consideration by the Guinness Book of Records. This is the number of years that Fali Shroff, our Inflight Supervisor who retired from service with us in April, has served Air-India. His last posting was at London.

A Tata Airline clerk in 1946 was not exciting enough for him, so a year later he got himself appointed to look after the cleaners and the loaders who did the maintenance on the Skymasters. Being full of ambition he saw the possibility that eventually flights would have more than one hostess, and so in 1948 when Air-India International services were about to commence, he applied for training as a purser. Since then he has seen service with us on all equipment from 749's to 747's. During this time he has had postings in Hong Kong, Perth and London and has trained and supervised his junior colleagues in the art of inflight ser-

vice and despite the length of time that he has spent with us, he still is happiest when flying and he always enjoys meeting interesting passengers. He is proud of the fact that it has been his honour to look after some of the world leaders and indeed three Presidents of India.

In his schoolboy days at Wilson College, his athletic achievements did not go unnoticed and for two years running he was the All India University Champion for swimming and wrestling for which he earned two gold medals, both of which are still his proudest possessions. Now a widower, he has a happy family of six, with a grand daughter who is married and living in Chicago.

We send him our good wishes and we are happy to know that we shall still have contact with him through his son, Kersy, who is a flight purser with us, and his daughter, Nergish is one of our space control wizards at Nariman Point.

Trevor Turner







This is not really a game! The idea is to test the person's ambition. How far he stands from the peg and how competent he is in achieving the target he has set for himself.



Dr V. Ramchandran, the Principal

**T**HE Air-India Staff College at Santa Cruz has come a long way since its inception over 13 years ago. The brain-child of Mr K.K. Unni, the College started off primarily as a training field for the young aspirant of the Commercial Department who would, over the years, have to function as a jack-of-all-trades and would finally end up as a manager of an on-line station -- or perhaps, in the years to come, as a regional director.

The college began in November 1962 on a modest scale. The first principal was Mr D.P. Mitra who was then Manager, Santa Cruz. He was followed by Lt Col. C.J. Wates. Mr T.K.P. Pillai was in charge of the college before the present Principal Dr V. Ramchandran took over in 1970.

The basic aim of the college when it was first instituted was to provide an exhaustive training programme for new entrants in all aspects of airline operations (such as fares, reservations, ticketing, cargo, tariffs and airport handling), and periodic refresher courses for staff who were due to move from one branch of operations in the Commercial Department to another. A subsequent aim -- and one on which both the Management and the Principal place particular importance -- is management training, but more of that later.

An early-April visit to the Staff College, which is located above the Customer Service premises, was an experience both illuminating and gratifying. The entire building hummed with a sense of purposeful activity and one saw in the tearoom during a break Air-Indians of at least ten different nationalities engaged in earnest conversation. Five courses were in progress. There was a two-week advanced cargo course for 15 participants with instructor S.B. Desai discussing the weight of Unit Load Devices ("218 Kgs. consisting of 100 Kgs pallet, 100 Kgs igloo and 18 Kgs nets"). Participants Jana Mikolikova (13 years with Air-India at Prague and now switching over to cargo sales), Fred Knuth and Merek

**AIR-INDIA**

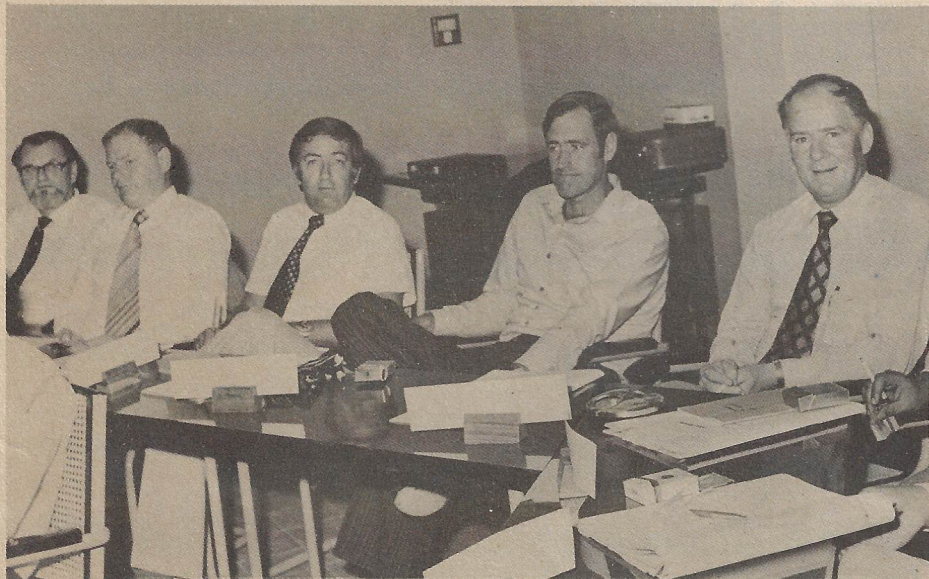
# STAFF

**Altogether a total of 2,003 College in 1975. Nearly 3,000 if the present trend is maintained**

Drvota ("it's a Czech name, but I'm not from Prague!") both from JFK Airport, Osamu Agu from Tokyo, S.S. Raghavan from Delhi and others universally acclaimed the course as 'very useful'.

Mr P.C. Menon was asking his Refresher Fares course a basic question: "A passenger comes up to you with an expired ticket. What are the various alternatives open to you?". Here, the international element was mainly feminine: Amsterdam's Keller, Addis' Louiza Zelleke, Frankfurt's Reddy, Budapest's Ilona Gal, Sydney's Ranina, plus Mr Tavares from Nairobi and others. Representatives of 12 different travel agencies were discussing with instructor V.P. Sharda the time-honoured question of honouring unspecified M.C.O's. Eleven Air-India staff (including Miss L. Kumar from Kuwait, and P.S. Sunderam and V.L. Natarajan, both prospective Asst Duty Officers at Santa Cruz and having more than 15 years service) were busy wrestling with a tricky itinerary problem set by their mentor, P. Mazumdar. A passenger wishes to travel London-New York and thereafter non-stop to St. Louis to arrive there on a Saturday.

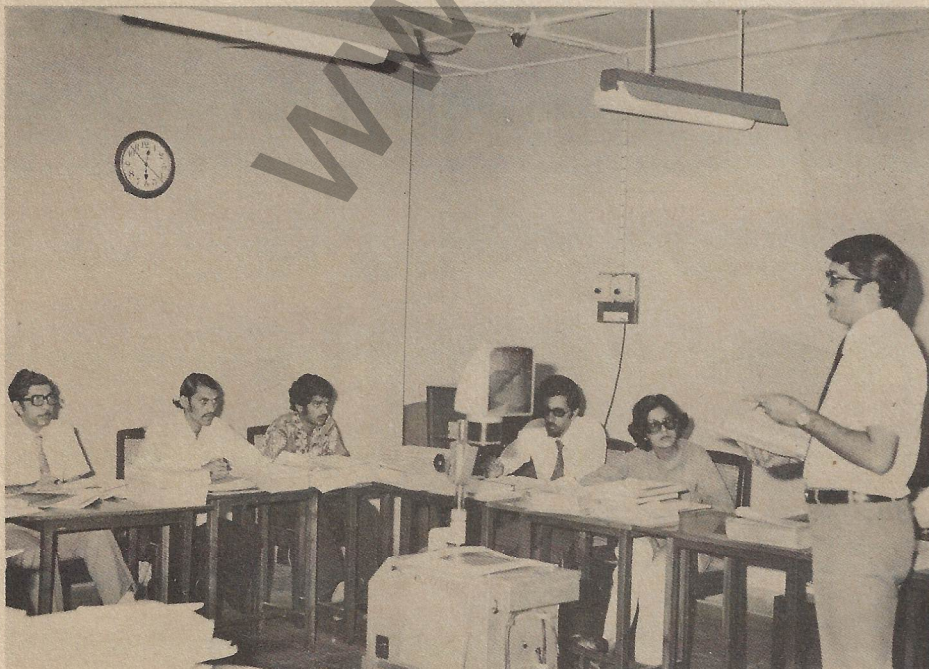
And finally there was A.J. Fernandes, leading a new entrant class of Asst. Station Superintendents through the labyrinthine laws governing passports, visas and health certificates. This is a six-week course, and maps, charts, slides and films are used to acquaint these young men and women with the basic intricacies of the airline business which Dr. Ramchandran refers to 'one of the most complicated industries in the world'. This theoretical training is supplemented by practical on-the-job experience. A refreshing aspect was the fact that of a class of 18, no less than seven were of the fair sex; which goes to prove that Indian women with their age-old traditions of keeping in the background are, in Air-India, in the forefront. And, as Mr Unni often points out, we have a lady manager at Perth and two smart young lady managers in our Planning



Foreign Air-Indians.

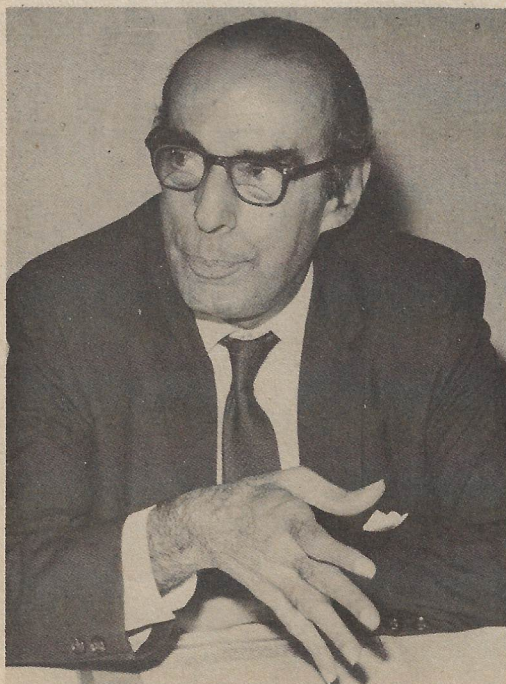


Quiz: Who is the man who has captured the attention of so many AI executive wives?



A class in progress. Probationary Assistant Station Superintendents learn the ropes of the airline industry.

## The Guest Speakers



M. Masani



R. Tarneja



J. R. Martin

# COLLEGE

persons passed through the portals of the Staff College people were trained over the first seven years; and, this figure will touch 15,000 over the next seven.

Department at Nariman Point.

## STAGGERING STATISTICS

The number of people who pass through the Staff College (which upto 1974 was called the Training College) and the number of courses held are truly staggering and boggle the imagination. A total of 124 programmes were held in 1975 -- 92 of them being craft programmes, 20 in various aspects of Management and 12 short-duration seminars, plus five film shows for 91 participants. The craft programmes can be sub-divided into basic, advanced and refresher for Air-India employees dealing with fares, traffic and cargo; there is also a short programme for cabin crew who learn what goes on at the booking office and airport counter, how to prepare a simple ticket and consult a B.C. guide.

Seven programmes were also held last year for staff for the Royal Nepal Airlines, eight for G.S.A's of Indian Airlines and 23 for 245 IATA-recognised passenger and cargo agents from the United Kingdom, other parts of Europe, East Africa, Sudan, Bahrain, Kuwait and from India itself. There was also a programme on basic fares and cargo exclusively for our accounts personnel.

Twenty management programmes varying between one and three weeks duration were conducted with a total participation of 378. These were held for different levels of management, for pilots, for sales managers, airport managers, cargo managers and personnel staff. The short seminars (with 458 personnel attending) covered a variety of subjects such as programme evaluation, performance appraisal, transactional analysis, paper work simplification, human relations, work study and cost reduction, market research -- plus an extra-special programme for wives of executives!

Altogether a total of 2,003 persons passed through the portals of the Staff College in 1975. As Dr.

Ramchandran modestly points out, 3,000 people were trained over the first seven years; if the present trend is only maintained, this figure will touch 15,000 over the next seven.

Who are the people behind these programmes? Surprisingly, every one of the ten instructors is of the Assistant Station Superintendent grade. Every single one of them is a volunteer from the Commercial Department and, according to their Principal, every one of them is absolutely tops. When volunteers are called for, there is a general feeling that a training job is 'strictly for the birds', that training could be a dead-end, that training could seriously jeopardise the career prospects of an aspiring manager. Nothing could be further from the truth.

Having the knowledge -- whether it be in boxing, nuclear physics or playing the sitar -- is one thing. The ability to impart that knowledge is an entirely different matter. Not everyone can do this, however professionally sound he is.

For J.S. Nagpal, who hails from the NWFP, and Subroto Ghosal, their stint in the college has given them a 'sense of fulfilment'. S.S. Hussain was even more articulate: Earlier I knew how to do it, now I know why it is done the way it is. Again, there is a general feeling that the Staff College provides 'a cushy job', but the instructors have strong views about this. Classes are held from 08.00 to 13.00 hours every day, with each instructor taking an average of ten 1½ hours classes every week. In addition, homework has to be set and homework must be corrected. No instructor likes to stay at home even when he is ill. It will not be fair to his colleagues, he says, nor to the class. All-in-all, it's a full-time job with extra classes being held in the afternoons to make up for any holidays that fall during the week.

A heartening impression created in one's mind was the close rapport that is so quickly established between instructor and pupil (who is invariably referred to by the first

name). "Don't you sometimes find someone in your class with a number of years of service behind him who thinks he knows all the answers?" I ask. "Certainly, we do," answers A.J. Fernandes promptly. "Sometimes we get a tough nut, but our practice is to draw him out, draw from his experience, throw his question open to the class, inflate his ego. If he needs to be pampered, we pamper him. Tact is important".

40-year-old Fernandes, who is Dr Ramchandran's right-hand man, is the 'oldest' instructor. Formerly a school teacher, he joined Air-India 14 years ago. He and his wife have adopted two children -- a girl and a boy.

Dr Ramchandran is also full of praise for S.B. Desai, who has the cargo portfolio. With very little experience in this field, he set to work with a will, sized up the situation quickly, learned the job fast and is now doing an outstanding job. Thumbing through a thick pile of letters of encomium, mainly from passenger and cargo agents, many of them addressed to Deputy Managing Director (Commercial) N.H. Dastur (to whom the Principal reports), one can see how much Sharda's and Desai's work has been appreciated by groups of people who are notoriously grudging in showering praise.

graduated from Harvard in Advanced Management, and attended seminars and conferences on management and productivity in India and abroad, often as speaker. And loaded with all this knowledge, he joined Air-India as Principal of the Staff College in 1970.

With Dr Ramchandran's great experience in the field of management, and with the strong emphasis that Managing Director K.K. Unni in his capacity as President of the All-India Management Association, places on new concepts in the field of business administration, it is but natural that the Staff College should have stepped into the arena of management training, which it did about five years ago and has progressed by leaps and bounds ever since.

## MANAGEMENT TRAINING

The programmes cover a variety of topics ranging from better machine utilisation, overcoming resistance to change, employment tests and interviewing techniques, uses and abuses of psychological tests, operations research and production planning and control to effective utilisation of financial resources such as financial planning, use of budgets and cost and financial controls.

**"A total of 124 programmes were held in 1975-- 92 of them being craft programmes, 20 in various aspects of Management and 12 short-duration seminars, plus five film shows for 91 participants."**

It was edifying, also to meet the glamour girl of the college, Gita Mohan, who has spent three of her eight years with Air-India in the college. "I've had a wonderful innings", she bubbled, "I volunteered for this job because I'm basically interested in teaching, since I believe that teaching helps to bring out one's personality" (of which Gita has plenty). "You must adjust to different attitudes, different traits, different temperaments, because that in itself is a training for me".

## MAN AT THE TOP

And what about the man who is running the show, quiet unassuming Dr V. Ramchandran? I was truly impressed with the youthful, enthusiastic team he has built up over the years. Formerly, said one of his instructors, there was a general feeling that once you went over to the Staff College, you could never get out; but Dr Ramchandran has broken that myth. In the last five years, no less than seven instructors have left the College for fresh pastures -- often a posting abroad.

53-year-old V. Ramchandran has an impressive academic record. He passed his MA (Economics) with first class in Honours from Madras University in 1943, did his doctorate in Labour Economics at Lucknow University, served for three years in the research division of the Labour Ministry, then proceeded for a two-year UNESCO fellowship in Industrial Administration at Melbourne University. He was, for seven years, an officer in the marketing division of Burmah Shell and for 11 years a specialist in Industrial Management in the National Productivity Council in which capacity he was involved both in training and consultancy in general management and marketing. In between, he was deputed to the USA for a USAID fellowship and

The prime aim of each and every manager must always be how to be more effective on the job, and there are many distinguished speakers who are experts in their fields to address the different levels of management of the national flag-carrier.

The price for being in a competitive industry, says Mr Dastur, Deputy Managing Director (Commercial), is that the staff should learn and unlearn many things during their career; it is only on the basis of up-to-date knowledge, skills and right attitudes possessed by everyone in the organisation, that the Corporation can be truly effective.

The final word must rightfully rest with the Managing Director who has constantly given his fullest support to the college believing, as he always has, that human resources must be fully utilised at all times. In fact, his activities in the field of Management stretch back to as long as 14 years ago. The airline industry, stresses Mr Unni, is an intensive, highly competitive international industry which implicitly requires of its participants a uniform manner of production; personnel can least afford to be static in their thinking.... The solutions to problems and challenges offer themselves only to those who have prepared their minds. This involves constant learning, keeping up with the latest in their respective specialisations, and in the area of management thoughts and techniques.

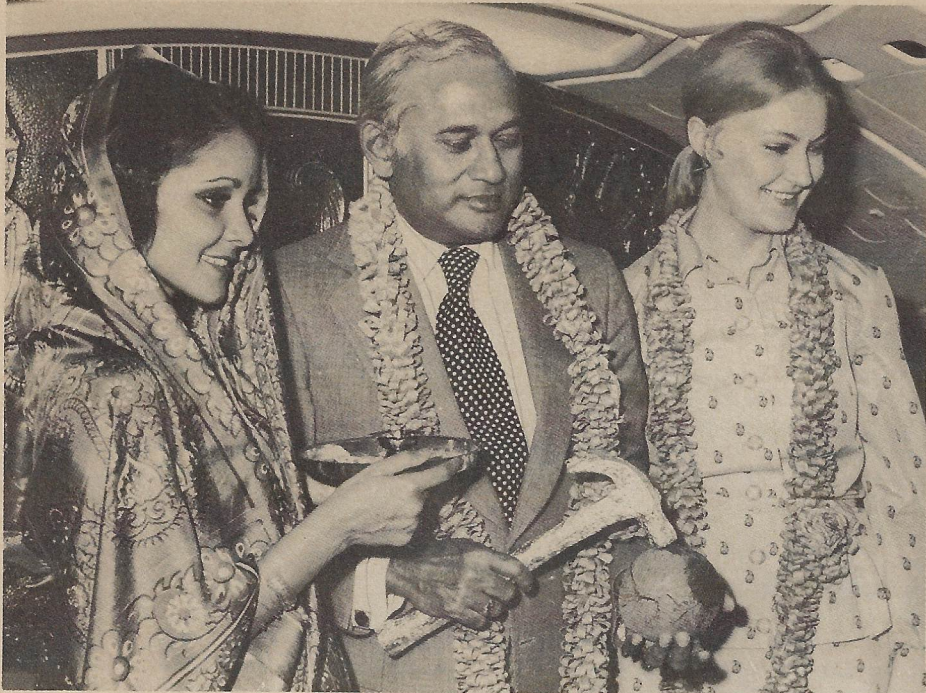
Dr Ramchandran and his ten good men -- tried, trusted and true -- are a committed lot. The results of their efforts cannot be gauged immediately for the effectiveness of good training in craft and management is a long-term affair. But there is little doubt that their dedication, efficiency and enthusiasm will go a long way in motivating the alumni of our Staff College to maintain the reputation of Air-India as, to quote Chairman J.R.D. Tata, "one of the best airlines in the world."

The Instructors

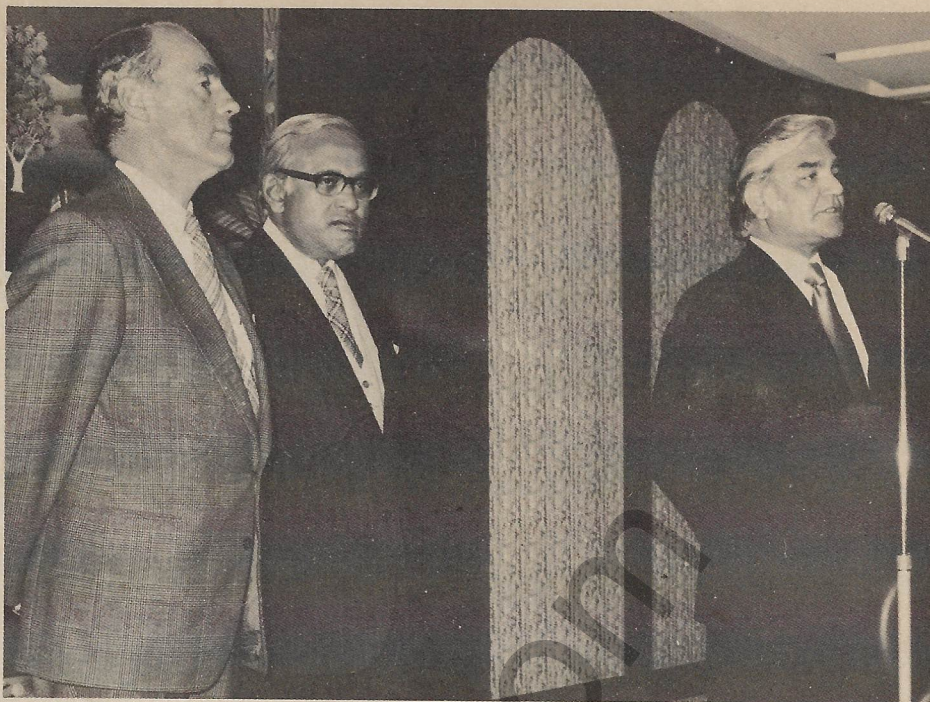


From left to right - Seated: S.S. Hussain, Mrs. G. Mohan, A.J. Fernandes. Standing Middle Row: S.B. Desai, P.C. Menon, P. Mujumdar, T.R.K. Sundaram. Standing Back Row: V.P. Sharda, J.S. Nagpal and S. Ghosal.





Dr. S. Sinha cracking a coconut to welcome "Emperor Akbar".



Mr M. Barretto making a welcome speech at the fashion show. To his right are Dr S. Sinha and Mr D. Arblaster.



## INDIA ON SHOW

**T**HE fashion girls of Bombay, led by Jeannie Naoroji and Hilla Divecha, were flown on "Emperor Akbar" for a dazzling display of India's great treasures—its fantastic silks, brocades and costumes, with a flourish rarely seen by the Australians.

The show was held in the Ballroom of the fashionable Boulevard Hotel in the presence of Dr S. Sinha, High Commissioner for India, and the Minister for Culture, Sport, Recreation and Tourism, Mr D. Arblaster.

Entitled "Glimpses of India", the fashions ranged from the historical and traditional to the contemporary and modern. The models presented costumes in handloom, mill-made and synthetic fibres with jewellery and accessories to match. The fashion girls who projected themselves with dignity and grace were Gigi James, Nandini Sen, Margaret Mendes and Rosita Pinto and a male model, Asgar Ali.



## Airport Manager's Recipe

### INGREDIENTS:

Plenty of seasoned butter, a handful of staff, a fair amount of patience, a dash of kindness, some slightly-salted humour, a good job knowledge, many cups of tea, and two or three Duty Officers.

### GARNISHING:

One attractive Ground Hostess and a comfortable Maharajah Lounge.

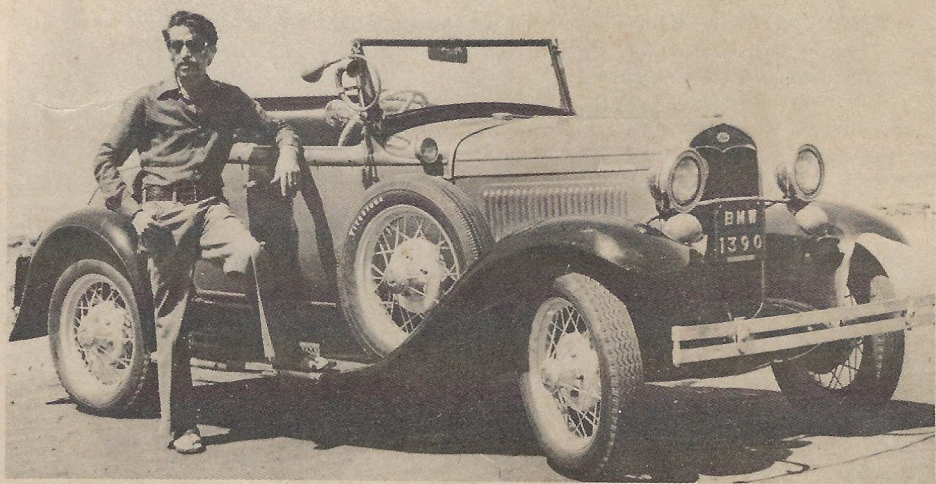
### METHOD:

Coat the staff well with a good portion of the butter. Handle carefully to avoid damage or

wastage. Add the patience, the kindness and the humour. Spike well with job knowledge. Pour over the tea and allow the mixture to marinade for 3 months. (The marinade must be kept cool and may be shaken slightly but definitely should not be stirred.) When ready, sprinkle with Duty Officers of varying temperaments, ages or sizes. Now, keep aside for at least another 30 days for better results. Serve to passengers with the above stated garnishing and good public relations.

P.S.: This recipe has not yet been patented but it is guaranteed to satisfy all passengers.

PAT RODRICKS



## Riding a 1931 ford

Air-India's entry in the Vintage Car Rally held recently was an antique Ford model 1931. The Rally was organised by the Indian Automotive Racing Club in collaboration with Hotel Oberoi-Sheraton in Bombay. The driver of this vintage car was none other than Capt T.D. Vasisht who co-piloted the "Emperor Akbar" from Bombay to Singapore on its inaugural flight to Australia. The Rally started from the portico of the Sheraton Hotel and covered a dis-

tance of 38.4 kms.

In an interview, Capt Vasisht informed us that, "the car's maximum speed closely follows the taxiing speed of the 747." He was confident to win, but lost time verifying the new road names on the circuit.

Capt Vasisht spends most of his spare time in maintaining his buggy BMW 1390 which does have a spanking new look each time the judges come round to inspect the vehicle before the start of the Rally.



From: G.L. Serafini, Cargo Sales-Rome Airport (Italy)

Wonderful for having provided a little space for "from the Mail Bag". How about considering monthly-wise a station served by Air-India and their local staff members, from the most junior to the top? Let us start from the recent stations (Baghdad etc.) and, through all our 34 online offices (including their dependent off-line offices), we shall be ending in three years with Bombay.

The pleasing display of photographs on page one of the April issue, pilots and the prints, caught every one's attention. That few noticed that the plane was not 'Emperor Akbar' but 'Emperor Shahjehan', makes it barely a cognisable offence.

Lastly, grateful for your column 'From the Mailbag', otherwise I would not have had an opportunity to thank you for having made the magazine livelier. Every reader now craves to

## from the mailbag



From: C. Rajan, Financial Accounts, Santa Cruz, Bombay.

After your taking over charge of the MAGIC CARPET you have added new colours to it. It is indeed praiseworthy.

The MAGIC CARPET gives, in addition to so many things, valuable information about the functioning of the different departments as also the different sections in the same department which has helped readers like me in understanding the working of the Corporation much better.

We are anxiously awaiting for new things to appear in the Carpet such as short stories, poems and such other literary works which will bring forth hidden talent.

From: Jyotin J. Rindani, Cost Rationalisation Committee, Bombay.

I am simply delighted to see the new face of our house magazine, 'The Magic Carpet', for the last two months. The graphic review of the ten-paise storm at the Editor's villa, the artful setting of the title, cute collections for 'Chairborne', the novel box for listing unending promotions and fortune (not foreign) postings and even the Air-India quiz for my kids - all this have brought thrill to the readers.

read it on the first of every month. Perhaps, it could be richer with some poetry, short stories, office hints to increase efficiency and philosophical 'preachings' - a panacea for the mechanised life that we live in 'Bombay the Beautiful'.

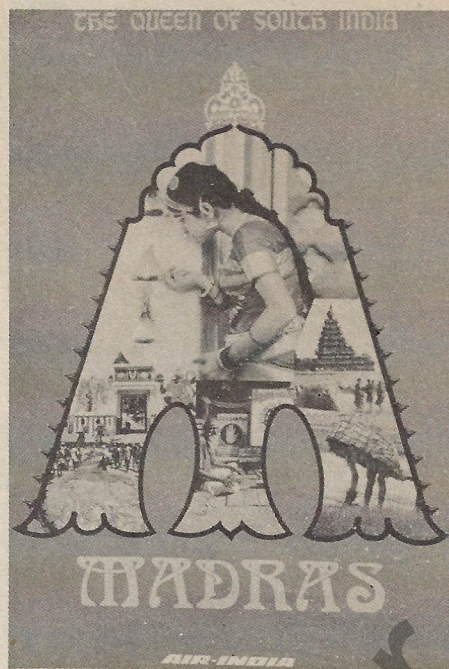
From: N.S. Hebbar, Maintenance & Piston Engine Overhaul, Bombay

For some time now, our retiring staff have been getting a memento at their farewell parties. Even after retirement, those who had completed 25 years of service are issued with an Air-India Calendar, every year. I now suggest that:

- (i) An Air-India Calendar be sent to all retired staff immaterial of the length of their service, and
- (ii) In addition, the Magic Carpet should carry a coloured centre-spread Calendar, in the December issue every year (with the picture of a Jumbo Jet and of a graceful Air Hostess clad in a saree) so that it will serve as a one-page Calendar, as has been done by Indian Airlines.

Write to Editor, Magic Carpet, 20th Floor  
Air-India Building, Bombay 400 021

## Naosherwan Nalavala CHAIRBORNE



gracefully glided through the 'adavas' with ease and perfection. The other items included a Peacock dance, a Harvest dance and Jathiswaram. The dance performances were presented by the students of Kala Mandir, a school where young girls are trained in the art of Indian classical dancing.

### Love - 747

Cars came to a halt, pedestrians stood crowding around it, as an Air-India banner put up for the first time fluttered in the breeze wishing success to the South Kanara District Tennis Tournament held recently in Mangalore.

This was the first time that the Mangaloreans were exposed to Air-India's breezy humour with the Maharajah making the first serve with a total of 'Love-747'. The tournament was a popular draw when thousands came to see their favourite stars Ramnathan Krishnan, Premjit Lal, J. Royappa and host of others participate in the tournament.



### Poster Award

WINNING awards has been for Air-India a yardstick for the high standards it maintains. Whether it is noise prevention or the Magic Carpet, it has been winning awards religiously each year. This year the Department of Tourism, Government of Tamil Nadu presented the Tanjore plate to Air-India for its poster 'Madrass, the Queen of South India'. The trophy was presented by Mr R.V. Subramaniam, Advisor to the Government of Tamil Nadu, to Mr F.V. Mascarenhas, Manager-Southern India, at a function held in Madras recently.

### Shooting Sikh

From playing cowboys and Red Indians with dummy six shooters across the waist to firing a .22 BRNO is a major step for Sukhindar Singh Kapur, who won the Gold Medal in the Maharashtra State Shooting Championship this year. Last year he won the Bronze Medal in the State Championships.

Sukhi is the son of our First Officer, Capt K.S. Kapur, who in an interview said, "Sukhi is a chip of the old block. I won two Bronze medals last year in the XXth National Shooting Championship held at Chandigarh. My boy is 10 years old but he shoots straight for his age and I am proud of him".



### Budding Dancer

The Air-India Modern School has been churning out talent each year. This year at the Aiyappa Puja celebrations organised by Air-India, Prema Menon, daughter of our Marketing Research Officer, K.P.G. Menon, danced into the hearts of the audience as she gave a flawless performance of Thilana and Natanam Adinar, variations of Bharatanatyam. Prema's dance movements were watched with fascination as she

One often imagines that those who tinker around with hammer and nail or peer into the belly of an aircraft, lack aesthetic sense. It is a misconception. Aircraft Technician Vasu Kakkanad's Malayalam play 'Samasya' (Problem) drew a large audience and a thunderous applause when it was staged at Kalina, Bombay, recently.

The play is serio-comic, delving into the problems of casteism in Kerala; Namboodiris in conflict with Warriors and they in turn in conflict with the Ampalavasis. The ideological differences in generations heightened the hilarity of the play.

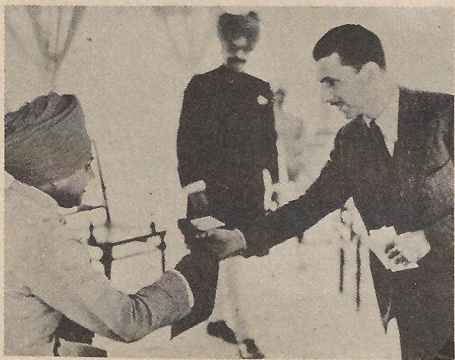
K.S. Nanu from Accounts gave a brilliant portrayal of an Aphan Namboodiri while Rajan from Cargo was in charge of stage setting.

### Lee Story

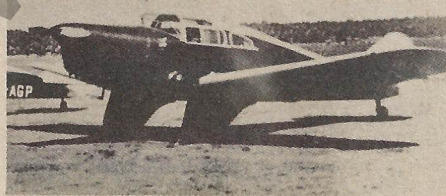
Apropos the Suzanne Lee Story (April 1976 issue), photograph below, we have received many queries. We regret that neither Magic Carpet nor Air-India officials in Hong Kong can entertain any enquiries.



## AIR-INDIA QUIZ



1. What is Mr J.R.D. Tata (r) presenting to the other man in the picture?
2. Who is the other man?
3. When was this photograph taken?



1. Name the aircraft.
2. In what years was it in service?
1. Who are the four persons in the photograph?
2. Where and in what year was this taken?

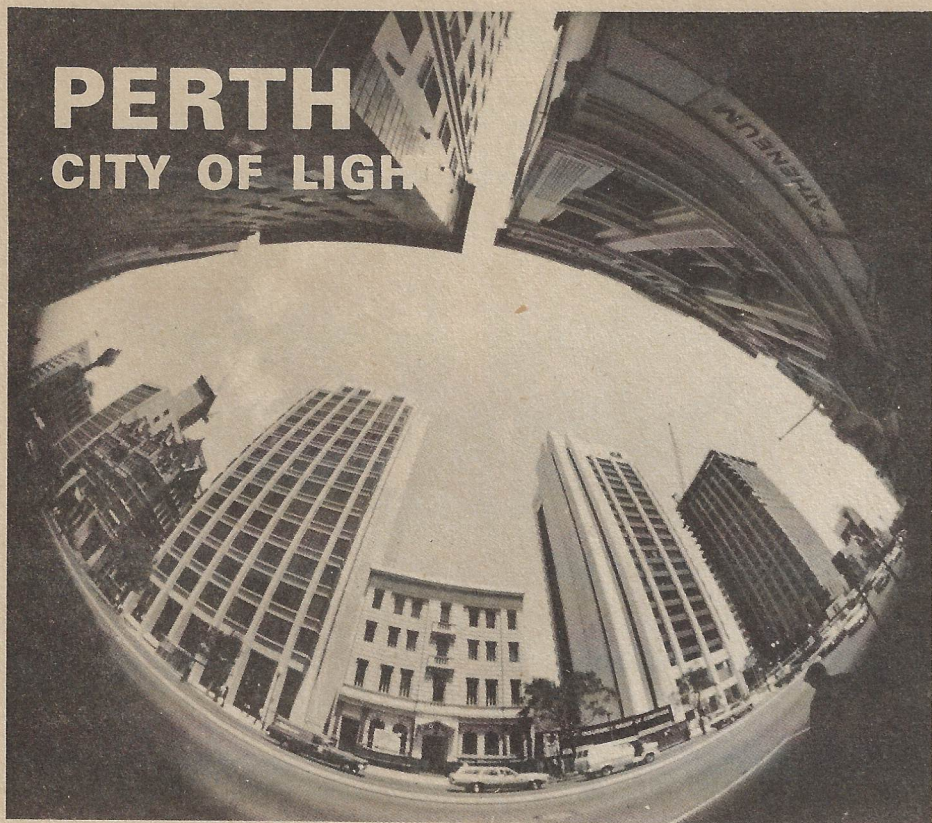
### Answers to April Air-India Quiz

1. Kanji Dwarkadas, Capt B.K.N.Rao, pilot of the aircraft, and Jal Naoroji, later a director of Tata Sons Ltd.
2. Inaugural passenger service Bombay-Trivandrum.

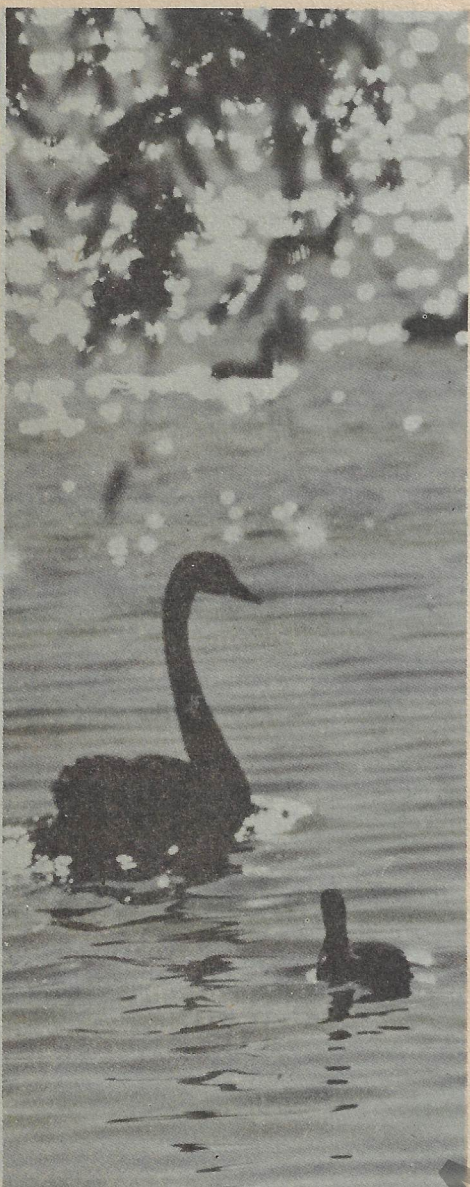
1. First booking office at Churchgate Street, Bombay.

1. Rapide.
2. 1938 to 1945





The Race Course in Perth is a tremendous draw. Left, Fish-eye lens view of St George's Terrace.



**S**ITUATED on the Swan River, Perth is 12 miles upstream from the river's mouth and has a population of 700,000.

Modern freeways encircle the city and giant cranes tower above the skyline, as one tall building after another goes up. This growth is softened by half a dozen parks - city gardens with ornamental lakes and flower beds - and by the colourful array of flora and fauna contained in national reserves outside the metropolitan area.

#### CLIMATE

Perth has a mild, Mediterranean climate, with an average temperature of 73° in February, the hottest month, and 55° in July, the coldest month. Annual rainfall averages 36 inches, with a dry season extending from November to March.

#### GETTING THERE

Air-India operates two weekly services to Sydney - one via Madras, Singapore and Perth while the other is a fast service with one stop at Perth.

#### LIVING AND EATING

At last count, Perth had 21 hotels and motels - and this total increases every year. Those most used by tourists are located within a half-mile of the city centre.

Restaurants and swimming pools are standard at Perth hotels. Downtown favourites are: Sheraton Perth, Palace, Koala Park Towers, Perth Trave Lodge,

Town House Motor Hotel, Riverside Lodge and Parmelia.

**Restaurants:** Perth has plenty of good restaurants and food is relatively inexpensive. On Hay Street, Perth's "restaurant row", you'll find a broad variety of international restaurants.

#### DISCOVERING PERTH

Perth is an attractive city following the modern pattern: old buildings shaded by new high-rise office and apartment buildings. Four main streets, running east to west, comprise the heart of the city: St. George's Terrace, Hay, Murray, and Wellington streets.

St. George's Terrace has the Air-India office along with insurance companies, banks, and offices of real estate agents as well as professional offices. At the western end of the street is the Barracks Archway; preserved after the building was torn down for a freeway, it now serves as a memorial to the early colonists.

**London Court:** A strange experience awaits visitors strolling through the commercial area; this street is right out of the 16th century. London Court was built in 1936 by a civic-minded benefactor and is reminiscent of the Elizabethan era.

**King's Park:** Other city parks may be devoted to carefully manicured gardens, but King's Park comprises a thousand acres of bushland. You can enjoy a myriad of wildflowers - labelled with odd and descriptive names such as bacon and eggs,

kangaroo paw, cocker's tongue, one-sided bottle-bush, and white spider orchid.

#### SHOPPING MALLS

Perth boasts a delightful array of shopping arcades. Along the Hay Street promenade, shoppers relax on seats beneath large umbrella like shades. Where cars once parked, small trees - planted in movable pots - add a softening touch of greenery.

#### SPORTS EVENTS

Cricket and tennis matches, Australian rules football, yachting and rowing races, lawn bowling and horse-racing provide a choice of spectator sports in Perth. Three metropolitan race courses and a night trotting track, Gloucester Park, host the horse races. Many events take place at Perry Lakes Athletic Stadium and the aquatic centre at Beatty Park.

#### THE BEACH WORLD

A thousand miles of white sand beaches extend from near Geraldton (300 miles north of Perth) to Esperance on the Southern coast. Major beach resorts, accessible by rail and highway, are at Geraldton, Bunbury, Busselton, Albany and Esperance.

Perth residents use the Swan River for all forms of aquatic sports - yachting, speedboat racing, swimming, diving, and water-skiing. The most popular ocean beaches near Perth are at Fremantle, Cottesloe, and Scarborough.

Below: A panoramic view of the city of Perth. Above left, the symbol of Perth - the black swan.



Pic: John Mokrzychi