

# Magic Carpet

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## "Your skill and dedication to duty has enhanced AI's reputation"

### MD Congratulates Pilots & Hostesses

**C**APT D. BOSE, Director of Operations and Miss Colleen Bhiladwala, Chief Air Hostess were among the staff who were presented with their Long Service Mementos by Mr K.K. Unni, Managing Director on August 11, 1976. Mr Unni also presented Merit Awards to 47 staff for 1974-75 at the same time. For the first time the function was held in the first floor Auditorium of the Air-India Building.

Addressing the staff, Mr Unni congratulated Capt Bose and the other staff who had received their watches and Merit Awards and said that although these were mere 'tokens' they were indicative of management's appreciation of 'your dedicated service'.

While congratulating the pilots and the air hostesses, Mr Unni emphasised that it was their skill

and dedication to duty that had enhanced the airline's reputation. Mr Unni had a special word of praise for hostesses who have stayed with the Corporation for longer than 10 years and were for the first time being presented with watches for long service. "Recently I have had an opportunity of travelling on a number of international airlines and I found our in-flight service was infinitely better. On our own flights, I talked to several passengers. All of them spoke highly of our service", said Mr Unni. "Air-India air hostesses have set standards of Indian courtesy and hospitality which has made Air-India second to none in international air transport".

Referring to the financial results, Mr Unni spoke of the upward turn in the traffic. He said that Air-India had done extremely well in the first quarter of the current year and may end the year with even a better profit than last year. Mr Unni announced that Air-India was likely to acquire its sixth Boeing 747 at the end of 1977, subject to Government approval.

Earlier, in his speech of welcome, Mr K.A. Sapat, Industrial Relations Manager, said that 1,143 staff have so far completed 25 years service or more with Air-India. In 1974-75 forty-seven staff won merit awards and were presented with medals and National Savings Certificates in recognition of their meritorious service.

### IN LONDON TOO

In early August, Mr Unni presented in London long-service mementos to 34 members of the staff from the U.K. and the continent. Among them were three London-based pilots - Captains M.L. Kalia, S.D. Soman and M.A. Azavedo - and staff from Frankfurt, Paris, Rome and Zurich.

Mr N.H. Dastur, Mr M.A.S. Dalal, Mr R. Venkataraman, Mr M. I. Qadir and Capt D. Bose were present.



Mr K.K. Unni, MD, presenting a Long Service Memento to Jeroo Dastur, Additional Chief Air Hostess.

## Sword of Honour for Kalsi

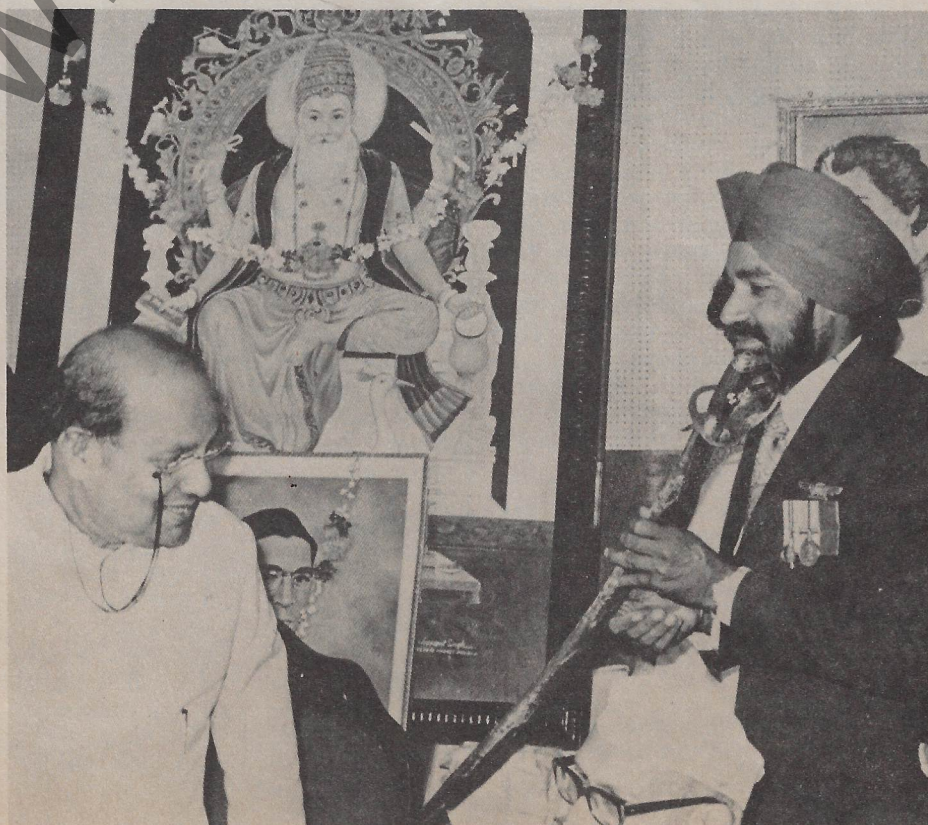
**M**R G.S. KALSI, Plant Technician at Delhi in our Ground Handling Department was presented with a Sword of Honour by Mr D.K. Barooah, President of the Congress Party, at a function held in Vigyan Bhavan on July 25, 1976.

Among those present on the occasion were Mr Radha Raman, Chief Executive Councillor, Delhi, several members of Parliament and some leading industrialists of India.

The sword was in recognition of Mr Kalsi's courage in grappling with a potential hijacker on the United Air Lines flight from Vancouver via Seattle to Chicago in June 1973.

Mr Kalsi was on his way back from a holiday in Canada. After the United Air Lines plane had taken off from Seattle, Mr Kalsi noticed that a tall, lanky young man had walked back to the rear door and was trying to force it open. When the hostess tried to stop him, he threw her aside, and also her colleagues who came to her aid. It was then that Gurudev Singh Kalsi got up from his seat and charged the young man. After a brief scuffle he managed to hold him down until the other crew of the aeroplane came to his assistance.

Mr D.K. Barooah, the Congress President (L) presents the Sword of Honour to Mr G.S. Kalsi in Delhi.





# RANDOM JOTTINGS

by: Clinical Mind

GOOD looks, they say, are an asset. So is wealth, but if you don't have money you can always marry a rich girl - provided you have the good looks, I suppose. But not having good looks, money or a wealthy wife, I would like to feel that the most important thing in the long run is good health. Not that I have much of that either.

I was impressed by a story I read the other day of an American Senator, aged 61, who jogs four miles to work every morning; and I am wondering whether it wouldn't be a good idea for many of us to do likewise. So I shall devote these thoughts to the matter of good health and my good friends - Doctors Vijai Kumar and Barindra Kumar Palit ("The doctor said he'd have me on my feet in a month. He was right. His bill was so big I had to sell my car").

A newcomer to Air-India, Dr. Vijai Kumar has firm ideas about physical fitness and has recently introduced a health scheme whereby executives over 40 will have an annual medical from head to toe, lungs, heart, kidneys, cranium and the flexor digitorum sublimis at the metacarpophalangeal joint. After the examination, you will be presented with a list detailing your various ailments, advising corrective treatment and assuring you that neither your wife nor your boss will ever know.

Drs. Kumar and Palit have also embarked on a family planning programme - the fact that between the two of them they have eleven children is neither here nor there. And I expect

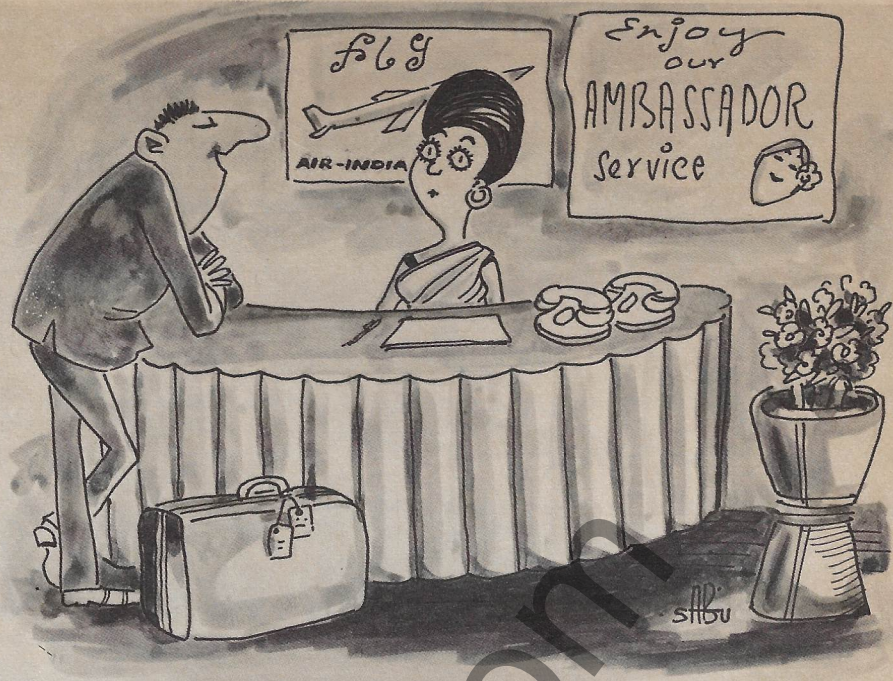
that we will be featuring a few of their slogans in the Magic Carpet in the near future.

A couple of weeks ago, one of my PR colleagues complained of a pain in his stomach. Dr. Palit promptly diagnosed it as acute appendicitis. ("You have a cute appendicitis," said the doctor to the curly young girl. She sat up indignantly. "Now look here, doctor, I've come here to be examined, not admired.") My friend was rushed off to the hospital where his appendix was promptly removed. He now keeps it in his office in a bottle because the hospital doctors congratulated him on the prompt diagnosis. Any delay and he may have had a ruptured appendix - and who can display a ruptured appendix in a bottle?

No one can deny the importance of a correct and immediate diagnosis, and there are many quacks around. "Is it true," asked a lady of a doctor the other day, "that you were treating poor Mr Shah for pneumonia and he died of typhoid?" "I'll have you know, madam," replied the indignant doctor, "that when I treat a patient for pneumonia, he dies of pneumonia."

So a big shabash for Messrs Kumar and Palit. They are not specialists, but they are good earnest I.P.s. After all, who wants specialists? ("And what sort of officer are you?" the pretty girl asks the officer in white uniform. "I'm a naval surgeon," he replies. "My goodness," says the naive young thing, "how you doctors do specialise these days!").

- J.R.M.



"Now, how much will just a charge de' affairs service be?"

## BEHIND DOORS

at Santa Cruz

YVONNE BICKERS peeps through the key-hole

THE Pidgeon Hole Floor, otherwise called the Mezzanine Floor, at the Air-India's Airport Office, is accessible up a stairway, studded with protruding nailheads, meant to trip the unwary. The walls are a jaundice yellow and has often made me feel like telling the In-charge, "You can choose between me and that yellow, one of us has to go." (Nota Bene: I'm, still here, so is that yellow).

This floor is air-conditioned, sort of. The air-conditioning works indifferently and sporadically, so that one end is cold as a deep freeze, while the other end feels like the Sahara. After years of being here and knowing which Pidgeon Hole feels cold, which door squeaks, which Officer is arriving, which one is going home by the sound of the voices and occasional laughter echoing down the corridor, I feel toward this floor more ambivalence than for any other pile of brick and mortar I have ever known.

The Officers sit in these Pidgeon Holes and we doves (of peace, I wonder), flit in and out. We sort of live in each other's hip pockets around here, the personal and professional relationship is often very close except that everyone is called by their surnames. If only we could be encouraged to put things on a first-name basis, so there is more of a feeling of equality and may be even camaraderie. This little barrier of names remains.

This floor should have a placard right at the entrance 'The Impossible we do at once, Miracles take a little longer'.

Lost and Found, where the Gripe Sessions take place as the Air-India staff listen to problems of missing or lost baggage and the In-charge has to be all sweetness to find solutions. Sometimes, the aggrieved begin to shout, and their piercing voices carry clear down the corridor. The urge to be snotty right back is overwhelming. Once I made some inane remark about how angry these passengers are when they come in, and got a reply, "It's how angry they are when they leave that counts."

Sometimes we laugh uproariously about some agonising and frightful problem or find what the passenger says or does hilariously funny, which I suppose is alright as long as they don't hear you, but I'm sure this laughter is an escape valve, pure and

simple, a characteristic response to pressure and like Shakespeare's 'comic relief', the play could get pretty grim without it.

Every Office, I am sure, has its 'characters' and this place is no exception. Some use sarcasm both for criticism and humour and you seldom know whether they are pleased with what you're doing or not. Then they laugh it off as they are (ha, ha) really joking.

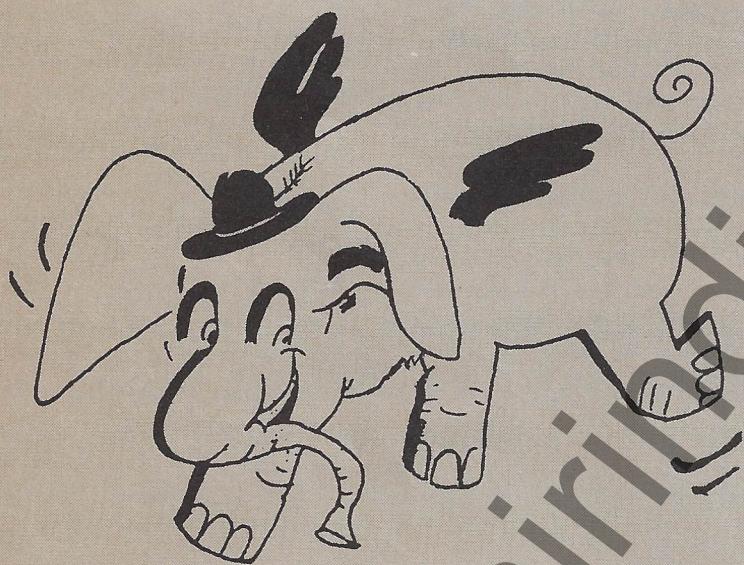
The vague individual has this infuriating habit of sitting and looking at you while you are telling him something and simply not hearing you. Sometimes he just stands up and walks away, while you're still talking, other times he'll say, 'yeah, sure', and go right on writing or whatever he's doing at the moment.

There are some who have a cute habit of asking an obviously tricky question all of a sudden and then they sit back and grin, while the staff struggles up with an answer. There are some who occasionally seem to have some kind of bug and flop down. Personally, I think they just run out of starch.

Friday evenings and the staff on this floor vanish, zip. Someone says to you, well it's all yours, I'm leaving, and you feel like grunting "That's fine you go right ahead and leave" you've got the weekend coming up and I hope you sweat!

Well, it's a amazing what rest and change can do. When you leave on Friday night you feel just good and damned sick of it. By Monday, you're actually looking forward to the day and week. You greet your colleagues like long lost brothers. They look like they've been dragged through the wringer over the weekend. All fresh and cheerful you say, "Good morning, how are you?" He grunts and shuffles past you with fog in his head and bags under his eyes. How else would he be expected to be feeling after a night's duty but lousy.

But I will say that not any of the staff or officers we work with, has let his personal liking or dislike for anyone colour his treatment of anyone. As far as I can see, no vindictiveness, no fueds, no dirty infighting exists. There is a strong feeling that this is a team project, that each one is actually fulfilling a need. This close partnership and team spirit gives a little more sense in being a part of an organisation. □



## Flying Elephant Sighted

WHEN Bob Hitching, Snr, woke me early the other morning with the quiet look of excitement carefully concealed on his tanned nor'wester's face, and very casually mentioned that the first 'elephant' had just landed at Learmonth airport, I began to wonder for a moment if perhaps old Bob had been in the north too long. No doubt my blank response triggered Bob into releasing the details - a 747 Jumbo Jet, the first ever, was on the strip at Learmonth - and could perhaps a picture be arranged of this very important event.

Air-India's Emperor Akbar, with its tail piercing the early morning horizon, and dwarfing Mount Lefroy in the background, was a far cry from the first DC3 that ever graced the strip, and for many miles before actually arriving at Learmonth, this gigantic object stood out on that marshy plain, in the very way that an elephant might on the drifting sands of the desert's edge.

A few local children, dragged from their fishing spots on Learmonth Jetty, gazed in awe at this enormous creature - the like of which they'd never seen.

A VIP Australian Air Force craft, refuelling on a run to the Cocos Islands, taxied in and tried to hide under the tarmac skirting to conceal its physical insignificance.

The night before, the huge Qantas steps, never before used at Learmonth, had been pulled out of mothballs for the arrival of a DC8, sheep carrying cargo flight from Karachi, that had called in to replenish its fuel supplies en route to Perth - and that had been a bit of an event, but this huge Jumbo, re-directed to Learmonth, the alternative airport now to Perth which was fog bound on this particular morning was something else again.

Mr Alan Hall, Exmouth's sub-collector of Customs was there - and passengers were allowed to stroll around the tarmac, and have a breather after their long and tiring journey - one man had been aboard for 26 hours, having boarded the aircraft in London.

The hostesses looked ravishing in their multi coloured saris.

(Reprinted from 'The Exmouth Express' May 2, 1976.) □





# NEW YORK CAPERS

With M. CHUDASAMA



## Biggest Birthday Party

**J**ULY 4, America's birthdate, is around the time for New Yorkers to clear out of the city and leave it to the tourists. This year, of course, was the 200th anniversary and the natives decided to stay home to welcome the tourists and help celebrate it in a big way.

The main events, spread out over the long weekend was Operation Sail, with ships from many nations joining in this unusual celebration. The naval vessels were reduced to a grey armada as the tall masted sailing vessels, which one thought were relegated to museum status, grabbed the spotlight and all the headlines.

Although India was not represented in the seaborne show, the fireworks finale at night was largely

the creation of Indian workmanship from Kerala.

In a bicentennial byplay, Air-India held a small lunch in Philadelphia, hosted by Dr K.S. Venkateswaran, Manager, New York, and Mr George McGee, Area Sales Manager, Philadelphia, to mark the presentation by H.E. Ambassador T.N. Kaul (Ambassador to the United States), of India's commemorative First Day Cover and stamp. The cover is a reproduction of the painting "Signing of the Declaration of Independence". Photo shows (l to r) H.E. Ambassador T.N. Kaul presenting a special philatelic album to Dr I.M. Levitt, Deputy Mayor of Philadelphia, at AI lunch. Looking on is Mrs Levitt.



## Going Wilde Again

**T**HE placid calm of Spring and Summer is specially devoid of major newsworthy events. With our able statistician, Mr M. Kripalani, forecasting another year when the region should exceed the target, the lack of other news is taken as a good sign.

This has not prevented our Agency & Interline Manager, Mr Malcolm Wilde, from creating a stir. To increase Air-India's share of the business from our domestic interline friends, he has produced a targetable attraction to remind them of our destination cities. It is an unusual dart-board, made of velcro, the material used in our aircraft to fasten the headrest cloth to the seat.

According to the manufacturers, the industrial variety also holds the plane together.

To introduce the game, Malcolm organised a friendly match between the interliners and the trade press at a small reception in the exclusive Lotos Club, where all the contestants were winners and no one got a free ticket as a prize. Photo shows (l to r) Mr Mike Sepulveda, National Airlines; Mr Malcolm Wilde, Air-India; Ms Evelyn Sajous, Braniff Airlines; Mr Ron Denaro, National Airlines; Ms Helen King, United Airlines; Mr Steve Morehouse, American Airlines; and Mrs E. Marcario, Agency & Interline Assistant, Air-India.



**M**R MALCOLM BARRETTO, Regional Manager-Australasia and South East Asia, visited Adelaide for a unique Agency/Interline Presentation created by their staff.

The Adelaide Office invited two hundred guests - all representatives of the airline industry - to a Disco, reserved exclusively for their use. At the appropriate moment the Disco was blacked out and to the sound of a jumbo take-off, six projectors leapt into action, alternatively flashing shots on different walls, of our 747 hostesses, inflight views, Taj Mahal and other destination cities and slides of our brochures.

Co-ordinated to the tune of "Skybird", the slides then faded out as a Rythmic Dancer, dressed in

white, captured the audience in the Air-India environment, with an entertaining portrayal of "FLIGHT" in a semi "Go-Go" style. As the dancer went out of view, taped sounds of a jumbo landing came into action and the whole Disco was saturated with different slides simultaneously.

The Area Sales Manager, Brian Burford, addressed the guests and welcomed the Regional Manager, Australasia and South East Asia, and later invited guests down a spiral staircase to the newly opened Spaggetti Machine Restaurant. In the picture above (l to r) Brian Burford, Area Sales Manager, Adelaide, discusses Air-India promotion with travel industry guest Richard Green and Mr Barretto.

# In De Air

(With apologies to Peter Sellars and Sophia Loren)

**B**RUCE MACKLIN, Cargo Sales Manager, Australasia, writes to say: "I joined with David Hamilton, Asst Manager for Australasia of British Tourist Authority in performing at a number of promotional evenings. David is a true English gentleman when bespectacled and bedecked in a traditional English bowler hat and is a marvellous actor, capable of covering up many maladies which I have when on stage. We sang a number of songs together and the one below is to the tune of "Goodness Gracious Me". The different audiences to whom we sang these songs consisted of leading travel agency staff and their wives in the cities of Sydney, Perth, Adelaide and Brisbane."

We fly Saturdays and Tuesdays  
Well, goodness gracious me  
That means that you can choose days  
Goodness gracious me

To London we've got Jumbos so I'm sure  
you will agree to fly Air-India  
In de where?  
In de air  
Dat is where with Air-India  
Fly Air-India  
In de where?  
In de air?  
In de air?  
Dat is where you should be  
Our hostesses will greet  
Oh goodness gracious me

It's a sari sight that greets you  
Oh goodness gracious me  
They're really more refreshing than your  
morning cup of tea so fly Air-India  
In de where? .....  
It's the same for groups and parties  
Oh goodness gracious me

We don't serve fish and chipatis  
Well goodness gracious me  
In fact the food we serve you is prepared  
deliciously So fly Air-India  
In de where? .....  
It's like a magic carpet  
Well goodness gracious me  
Once you start it you can't stop it  
Well goodness gracious me

There's a new way now to Britain you can  
try quite simply, just fly Air-India  
In de where?  
In de air  
In de air?  
Dat is where with Air-India. Fly Air-India  
In de where?  
In de air  
In de air?  
Dat is where you should be.  
I see.



# INDIA: AN UNUSUAL ENVIRONMENT

**International Congresses and Conventions are growing at an immense pace, both in number and in participation. In 1975, four million people attended 7,700 conferences throughout the world, and it is estimated that by 1985 more than seven million persons will be attending conferences all over the world. This phenomenon has created a new awareness in the tourist industry of the economic benefits that can be derived by holding a convention in a particular country. It has also given rise to a new expression: "Convention Tourism".**

Convention Tourism has a specific purpose and differs considerably from general tourism. People from various professions assemble to exchange ideas and keep abreast of developments in their respective fields. The host country derives particular benefit from the conferences since its specialists are exposed to international developments and expertise in their field. They make live contact with their counterparts from different parts of the world, and the local public is also exposed to the deliberations of these conferences through various publicity media. Further, unlike the ordinary tourist, the convention tourist meets a wide cross-section of people

arrangements must be made for hundreds of people within a short span of time. For example, arrival at the airport, hotel and travel arrangements, registration, programmes for accompanying spouses, sight-seeing, etc., all these elements having to be dovetailed with clock-work precision.

Attracting a congress, promoting it and successfully handling it are now combined to become a specialised profession to ensure that each and every delegate gets exactly what he wants. It is needless to say that the basic infrastructure such as air services, road transport, hotels, restaurants, shopping facilities and, above all, the actual conference



Muzaffar Ali and Poornima Dixit working "Conventionally"

of his profession in the country he visits, and the impact of the social interaction of such tourism is almost invariably healthy.

A totally different type of effort is therefore necessary to promote Convention Tourism. It has a very specialised market demanding a special approach and handling.

There are over 4,000 international organisations all over the world. They meet at regular intervals varying between one and three years with one of the member countries hosting the conference. This is where the competition sets in and a careful understanding of established procedures is necessary by the bidder who must use all the persuasive advertising aids at his command and a high degree of salesmanship. Once he has succeeded in attracting the congress to his country, he must get down to the job of promoting it. If it is to be successful, worldwide participation is essential. This entails intensive exercise and a great deal of direct mailing.

## Handling a Congress

The most exacting part of the conference is its actual handling: a wide range of special and common

facilities, including communication channels must be of international standards. With a rapid growth of Convention Tourism, governments are realising the necessity of putting up this infrastructure to ensure the success of all conferences held within the country.

It has been normal practice that the National Airline of the country in which the Conference is held is appointed as the Official Carrier. The other carriers serve as coordinating or cooperating carriers. In view of this, it has been in the interest of the National Airline to promote its own country as a venue for international events.

Realising the potential of conference tourism, Air-India set up a specialised service in its Marketing and Sales Division, one of the multifarious functions under Mr I.D. Sethi, Dy Commercial Director - Marketing and Sales, to promote international congresses and conventions to India. Work must be carried out on many different levels. There is the planning and development level, for example, which involves a complete study of how various conventions bureau operate, the economics of operation, how convention centres are functioning and what are the requirements of the



market in general. Additionally, a great deal of coordination is required with the Department of Tourism and the Government of India Tourist Offices abroad in bidding for India as a forthcoming venue.

On the operational level, close liaison is necessary with the travel trade in India, specifically travel agents and hotels. And finally, very close co-ordination is required with the organisers of the congress with a view to helping them to make the congress a success. The active involvement of our sales offices in India and abroad is, of course, a must. This is teamwork with a capital T.

**'WHY INDIA?' The question "Why India?" as a venue for an International Convention needs to be in its proper perspective:**

- a) India—as a total departure from usual classic convention venues of world
- b) its central location on the world map
- c) a country where English is spoken and understood
- d) the largest democracy in Asia
- e) one of the largest developing nations in the world
- f) an archeologist's, anthropologist's and historian's delight
- g) home of many live religions and cultures



## Post and Pre-Congress Tourism

While convention tourism is intended to cater primarily to the specialist and the professional, there is no gainsaying the fact that once delegates arrive in India (and their spouses) will wish to 'see the sights', like any other tourist, either before or after the conference. With this aim in view, Air-India is in the process of producing four attractive filmstrips. These will cover the four metropolitan cities of Delhi, Bombay, Calcutta and Madras (projecting them as important convention centres) and also the neighbouring regions which may be of tourist interest. These 10-minute colour films will feature Agra, Jaipur, Udaipur, Srinagar and Gulmarg in the north; Konarak, Puri

**AIR**  
Congresse  
Marketing



# ENVIRONMENT FOR MEETINGS

INDIA

&amp; Conventions

Sales Division

- h) birthplace of Buddhism, Yoga and Vegetarianism.
- i) a growing centre for nuclear energy for peaceful purposes
- j) a centre for experiments and research in cure of tropical diseases
- k) a delight for the mountaineer and the naturalist

*These and many more, if you put your mind to it, generate group interest and activity and form the basis of organisations and associations of professionals and amateurs. It is therefore necessary to tap all talents within your region and use specific interests of your staff to generate group movement. This will contribute immensely towards the functions of your regional cells.*

EXTRACT FROM A COMMUNICATION FROM MR. N.H. DASTUR TO REGIONAL HEADS.

There are, of course, many problems. For example, conferences in India tend to concentrate between November and March. These are the cool months in Delhi which consequently becomes the focal point of international conventions. Again, apart from Delhi there are few convention centres of international standards in any of the other major Indian cities.

## AI's convention unit

So, Air-India's convention unit came up with new ideas. A world survey showed that the peak season for international gatherings was April to August and September to November. Why not develop Kashmir, the most beautiful part of India during these peak seasons? Convention Tourism would help this state immensely, would boost the handicraft industry - and would not bring any litterbugs in its wake! We approached the Government of Jammu & Kashmir with the idea of putting up a Convention Centre of international standard and their response to this was extremely encouraging. Again, realising the commercial importance of Bombay and the fact that Bombay is a major centre for education and medicine and many other professions, we recommended that a Convention Centre of international standard should be incorporated in the Nehru Centre Complex. The response to this was also extremely encouraging and, hopefully, land may be allocated for this purpose in the Backbay Reclamation area.

Our further contribution had been to invite Mr John Moreu, Executive Director, International Congress & Convention Association, Holland to offer expert advice. On his recommendation we commissioned Mr D. Hellstedt, Managing Director of Stockholm Convention Bureau and

Director of Congress Advisers' International Ltd. to conduct feasibility studies for both these cities. Discussions were held with Travel Agents, hoteliers, the Department of Tourism, ITDC, architects and intellectuals in the fields of science and medicine.

## Srinagar Centre

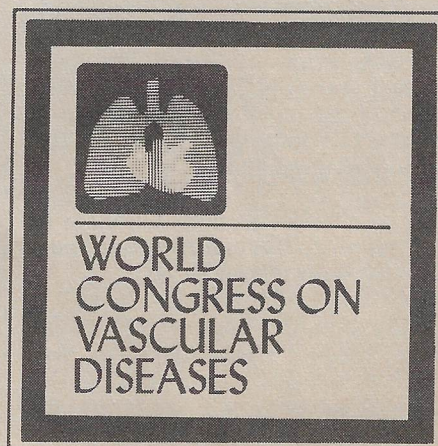
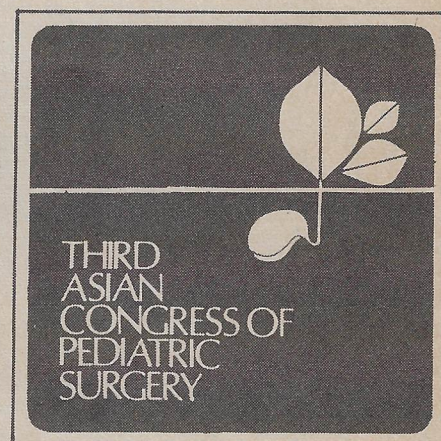
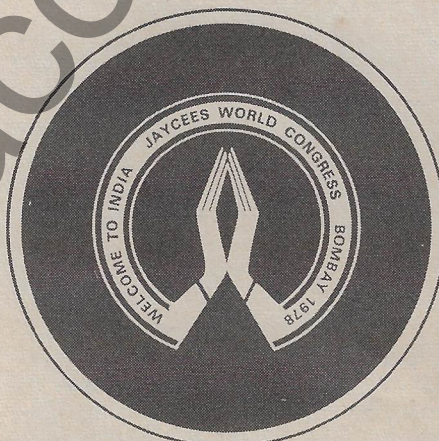
The Srinagar Centre is in a more advanced stage. The site has been selected, estimates arrived at, equipment acquired, evaluated and site development work has already started. Mr J. Stein, who is responsible for the Master Plan for the development of the Dal Lake region in Srinagar and Gulmarg, is the architect for the Centre. He dreams of building a very beautiful complex on an idyllic site opposite the Kabutar Khana, overlooking the Dal Lake.

India and Air-India have recently promoted some very successful conferences. Some of them are the Commonwealth Parliamentary Association Conference, the International Arya Samaj Conference, the 100th Anniversary of the Theosophical Society, Surgery in the Tropics Conference, the 25th Annual Pugwash Conference,

and the Festival of Indian Classical Dances. Recently a Youth Festival was held in Delhi when 1,000 young men and women 'Experienced India'. A major achievement is that this festival is the first of its kind to be held in India and that it takes place at a time conventionally off-season for Conventions. To name a few of the 50 odd prestigious International Conferences to be held in India are the Asian Pediatrics Conference, International Conference on Cardio-Vascular Surgery, the IXth International Diabetes Conference, the 13th Asian Racing Conference, 6th World Conference on Earthquake Engineering and XXXVth International Congress of Pediatrics.

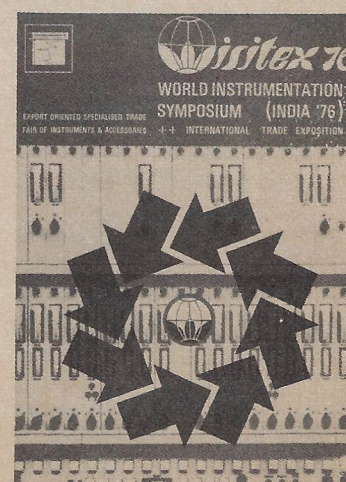
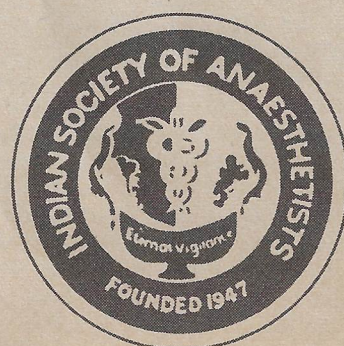
Convention Tourism is big business. It calls for a great deal of advance planning, two to five years ahead. It calls for close co-ordination between the sponsors, organisers, airlines, the Department of Tourism, Travel agents, hoteliers and State Governments. It calls for imagination, initiative and a high degree of organisation. Above all, it calls for hard work -- but the rewards to the country, our people and our economy can indeed be great.

J.R. Martin



Darjeeling and the Bengali traditions in the east; the rich architecture of the temples and the beaches in the south; and the modern, cosmopolitan city of Bombay with the attractions of Goa and Aurangabad thrown in. Each city offers a distinctly different atmosphere, each film will highlight that difference.

A convention delegate normally stays between five and ten days in the country spending an average of US \$50 - US \$80 per day. This is much more than the amount spent by a normal tourist. The pre- or post-conference tour therefore assumes primary importance, because it involves interesting the delegate in a certain region or regions, organising his air travel, hotel arrangements and all the rest of the touristic paraphernalia.







## Be Ageless with Grooming

**M**RS SIMONE TATA, Managing Director of Lakme, addressed Air-India's ground receptionists recently in the Air-India Building. She is not only concerned with beauty care but is constantly in search of cosmetics that enhance the beauty of women where nature has not been very kind.

In her introductory talk, Mrs Tata emphasised that grooming was not only important for young women, but "good grooming is for all ages". She believes that natural beauty can be destroyed by bad grooming and that to look good and fresh it is important to be methodical and disciplined.

Mrs Tata emphasised, "Every working girl must give careful attention to detail. It is commonly believed that weight is not a controllable factor. This is not so. In fact, diet helps not only to maintain a slim

figure, but it also improves the complexion." She said that it was important to apply the right oils after taking into consideration the texture of the hair. She warned that an excessive use of cosmetics on the face creates pimples and destroys the softness of the complexion. Displaying a vast range of Lakme products she explained the use of each one of them.

Using one of the lady-officers as a model, Mrs Tata's assistants demonstrated methods of applying cosmetics to the face. Simultaneously they talked to the audience and answered questions.

Earlier, Mrs Tata was welcomed by Mr F.E. da Gama, Manager-Western India, who in a brief speech said that he was looking forward to his girls looking brighter and fresher as an after effect to Mrs Tata's instant beauty course.

## Administrator who loved Philosophy

**G**LOWING tributes were paid to Mr C.P.K. Nair, Chief Administrative Manager by Mr K.K. Unni, Managing Director and Mr N.H. Dastur, Dy Managing Director (Commercial) at a farewell party given by staff of the Headquarters on July 26, 1976. The party was held at the second floor Restaurant of the Air-India Building.

Mr Unni said that Mr Nair came into Air-India in 1960 when the Corporation was still fairly small. Although he belonged to the Accounts Service of the Government of India, Mr Nair in his years with Air-India handled many and varied subjects. He always kept the Corporation's interest in mind when taking decisions. His capacity for hard work was exemplary. "I have relied very heavily on Mr Nair throughout these years".

Mr Dastur praised Mr Nair's contribution to Air-India. He particularly appreciated Mr Nair's ability to look at a problem dispassionately. "Because of this, I often consulted him".

Earlier, Mr B.J. Sukthankar, Secretary of the Corporation, said that he would miss Mr Nair the most because of his long association with him right from the beginning. Mr Nair always acted to further the interests

of the Corporation rather than to please people.

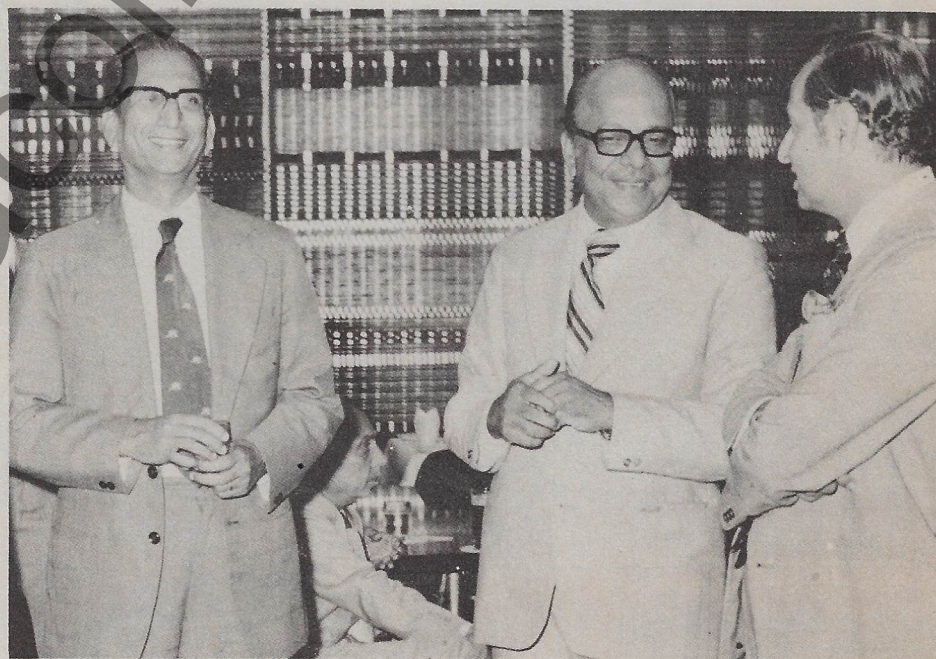
Mr Sukthankar said that Mr Nair's initials - C.P.K. - might well have stood for Consistency, Perseverance and Knowledgeability.

In his reply, Mr Nair said that he was "touched" by the sentiments expressed by Mr Unni, Mr Dastur and Mr Sukthankar and thanked them. He said that Mr Unni was responsible for his joining Air-India and he had enjoyed the best of relationship with him all these years. "I have enjoyed my work but, I must add that I have not worked harder than Mr Unni himself".

Mr Nair has been, for many years a student of Indian philosophy. His lectures on Advait are heard by groups of serious students with much interest. In May this year Mr Nair was invited by the Bharatiya Vidya Bhavan in London to conduct special meditation classes and to discourse on the performance and practice of meditation. During his years in Air-India too, being a believer in the ethics of philosophy, he translated practical philosophy into his official career as well.

Mr Unni also hosted a lunch for Mr Nair at which departmental heads were present.

Mr C.P.K. Nair, left, exchanging farewell pleasantries with Mr Unni and Mr Dalal.



## What They Say...

From: R.A. Pitt, Ringwood, Hants, UK.

For twenty-five years, I have flown regularly and frequently with all the major carriers, and I have never experienced such outstanding standards of service, food competence, attention and courtesy.

As of now, I am determined to use your service wherever it is possible to do so - it is, simply in a class of its own.

From: R.G. McBoyle, President, Steamship Agency, Montreal, Canada.

The terminal service rendered by your ground personnel at Bombay Airport was most gracious and courteous. The young lady attending to the needs and wishes of your first class passengers should be commended. Your inflight service has been superb and most attentive.

My first flight with Air-India and I consider your airline to be certainly A-1 in every sense of the word.

Congratulations.

From: Donald G. Seymour, New York, USA.

Your people in the terminal were most helpful and pleasant. Your facilities are very comfortable. You departed on schedule - the flight was enjoyable - the food was good - the service was excellent - movie a welcome diversion and entertaining. Your cabin attendants were very polite and gracious. I look forward to another opportunity to fly Air-India.

From: Raghunath Singh Hoon, New Delhi.

The Captain and his entire team did everything humanly possible to make our flight very smooth and enjoyable. The Flight Supervisor, the Stewards and the Hostesses were very smart, courteous and competent. They looked after all the passengers with dedication to duty. The food provided was well cooked and well served. I am sure all of them will continue to earn a good name for the Airline and the country.

From: Mr Clifford Horton, Varanasi to Mr N.H. Dastur, Dy Managing Director (Commercial).

While enroute from New York to Bombay on your flight AI-112 on May 22 I had a heart attack during the London-Bombay leg. The crew of this flight averted what my doctors here in Bombay said would have been a "massive heart attack" or even death.

While most international airline crews would have responded to such an emergency, none of them except Air-India would have shown the love and personal concern that your crew did. I wish to commend them to the highest degree and offer my profound thanks. They personify the finest tradition of the service and personal concern for which Air-India is noted.

I might add that this was my fifth trip to India on your airline and, if God is willing, it will not be the last.

Would you please extend my sentiments to this crew and especially to the Chief Steward. □

## CONGRATS

The following staff acquired additional educational qualifications during the academic year 1974-75.

**DEGREES:** Mr G. Nagappan, Stenographer, Stores & Purchases, B.Com; Mr U.P. Vasudevan, Typist/Clerk, Operations, B.A.; Mr B.B. Das, Senior/Clerk, Accounts, M.Com; Mr U.K. Prabhu Shirodkar, Typist/Clerk, Engineering, B.A.; Mr K. Lakshmanan, Typist/Clerk, Engineering, B.Com; Mr S. Ganeshan, Stenographer, Commercial, M.A.; Mr Dayanand, Tailor, Engineering, B.A.; Mr Y.P. Gawri, Typist/Clerk, Commercial, B.A.; Mr M.N. Gadkari, Clerk, Accounts, B.Com.; Mr M.B. Kale, Typist/Clerk, Stores, B.Com.; Mr B. D. Chandna, Teleprinter Operator, Operations, B.A.; Mr S.D. Datar, Stenographer, Headquarters, B.A.; Mr J.M. Mehta, Driver, Ground Handling, B.Com; and Miss N.N. Nerurkar, Stenographer, Ground Handling, B.A.

**DIPLOMAS:** Mr R.B. Bhatia, A.M.E.-II, Engineering, Business Management; Mr K.S. Sharma, Traffic Assistant, Commercial, Business Management; Mr C.G. Kallinath, Technical Assistant, Ground Handling, Business Management; Mr R.P. Shidhore, Trainee Technician, Engineering, Business Management; Mr G.S. Dev, Aircraft Technician, Engineering, Trade Unions and Industrial Relations; and Mr S.S. Kamble, Aircraft Technician (Tailor), Engineering, Trade Unions and Industrial Relations.

**CERTIFICATES:** Mr A.L.F. Naik, Peon, Commercial, S.S.C.; Mr B.E. Buchia, Senior Stenographer, Planning, Certificate in Russian Language; and Mr P.J. Mahuvawalla, Inflight Supervisor, Commercial, Food Service Management Course.



## Trip Abroad

I wish to make a suggestion for staff benefit. There are staff who have completed many years of service, yet have not utilised their free passage to visit a foreign country or even travel within India.

We have a function every year when Merit Awards and long service mementoes are presented. On this day a lot may be drawn to select one staff from each department. This small group may be sent on a sight-seeing tour abroad for about ten days at Corporation's expense or alternatively a nominal amount of rupee one may be deducted from the month's salary from all staff, including those foreign-based. Those selected would be the lucky ones who can enjoy the tour.

time to time either through advertisements in newspapers or through special pamphlets handed out while ticketing, information regarding procedure and current rates could be made available to the passengers.

This way all unfair means to pass excess baggage and last minute weight-reducing drama could be avoided.

From Mahendra Patel, Maintenance, Santa Cruz.

## New Look

Nearly all the staff I meet, either in flight or off-duty, both at home and abroad, have remarked about the sudden "breath of spring approach" in the Magic Carpet.

Please, Mr Editor, when could we, each of us Cabin Crew, have a copy of the Magic Carpet with the 'new

## FROM THE MAILBAG

I feel that Air-India can get mutual assistance from foreign airlines and be the first airline to start this staff benefit measure.

From: K. Vaidyanathan, Office Asst. Stores Department, Budget, Santa Cruz.

## Weight Reducing

In our service timetable space should be allotted to provide advance information to our passengers, i.e., whenever a new service is introduced or a new office opened.

One common problem with almost all passengers is "excess baggage". Although in our timetable general information is given regarding unaccompanied baggage, very few seem to notice it and a lot of ignorance prevails as to how and where baggage is to be booked. I feel that from

look' to read every month? This is my seventh year with the airline and I have received only 38 issues of the Magic Carpet during this period. The only way I receive a copy of the Magic Carpet is when I 'pinch' one from another staff member.

Certainly, we Cabin Crew who are the last but not the least important link in the combined team-effort of all departments in this highly competitive transport industry, should not be made to feel so alienated.

Could you endeavour to make available a copy of the Magic Carpet for every member of the Cabin Crew posted at Bombay, London and Perth? And could you include us Cabin Crew a little more in your house journal, e.g. by mentioning some little inflight anecdotes?

From: Flt Purser I.J. Sequeira, Customer Service, Santa Cruz.

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

## AIR-INDIA QUIZ



1. What is the name of the aircraft?
2. Where and when was this photograph taken?
3. Do you recognise the commander who flew this aircraft?

## Answers to August QUIZ



1. Capt S.R.Daruwalla, Senior Stores Officer, London Airport, is shaking hands with Lord Brabourne, who was in the thirties Governor of Bombay as well as the Chief Scout of the Presidency.
2. The photograph was taken at the Henekar Scouts Pavilion in Poona.
3. The Governor visited Poona to review Scouts Troops. Capt S.R. Daruwalla was the Scout Master of the First Kirkee Arsenal (Ordinance) Troops.

Naosherwan Nalavala

## CHAIRBORNE

### Parting Gesture

A recent issue of The Times of India, Bombay, carried the following newsitem: "Air-India has earned the gratitude of a bereaved family by going out of its way to help it. Recently it had a passenger, Mr V.P. D'Silva, bound for Bombay from London. The man died after a heart attack in the plane between Rome and Teheran. Mrs D'Silva accompanying her husband did not know what to do. It was then that Air-India officials did something beyond the call of duty: Mr D'Silva's body was off-loaded at Teheran for an autopsy. Mrs D'Silva had to stay there for six hours and she did not know the local language. Air-India arranged for an interpreter and also consoled her. What moved the family most was Air-India's parting gesture: it placed a little beautiful cross on the coffin".

### Telly lights up



Hostess Linda Rondeau flew into London but this time it was for a new experience. She took part in the filming for a television commercial produced by London which has been seen by television viewers on Thames and the Anglia Television areas in the U.K. this summer. This 45-second commercial highlights Air-India's daily service to New York and is aimed at the businessman.

### The Beats



It was indeed a volcanic eruption when the famous beat group 'Volcanic Eruption' sounded the guitars and struck up the drums to win the Beat Contest Prize sponsored by the Indo-American Society in Bombay recently. The leader of the group was Leslie D'Souza, son of Mr Braz D'Souza from our Booking Office. While Leslie (second from left) plays the rhythm guitar, Victor plays lead with Peter at the drums and Merlyn warbles for the group.

### No Tips, Please

The Centaur Hotel has a card which reads: "Thanks: To make sure that we serve you even better the next time, we'd like to do everything that can help. During your stay with us there must have been one moment when one of your employees did something for you that gladdened your heart. Could you give us his/her name?"

One of the cards, after being completed read: Name of Employee: All people bringing luggage in the room. What did he do for you: Refuse a tip even when I insisted. This is the first time in a hotel that happened! Room No: 530, Date: 1.8.1976, Name: Mr D'Hont, Address: Beheder-neg 109,9000 sent, Belgium.

### Test Cap

What happens when a famous cricket player, who also works with Air-India, visits a strange country and meets strange people? What, indeed, happens to a Test Captain who is surrounded by admirers there who wish him 'Happy Birthday'? Naturally, the feeling is one of elation. For when G.S. Ramchand, Sales Manager, Western India, visited Seychelles recently, all the cricket enthusiasts date threw a party to celebrate his birthday. How did they know his date of birth? It appears they had looked up the Wisden Almanac and had noted that July 26 was Ramchand's birth date. Overwhelmed by the welcome, G.S. agreed to bring over an Air-India cricket team towards the end of September. Ramchand has played for India from 1952 to 1960 and captained the series against the Australians in 1959-60. He has also served his manager of the Indian team both in India and abroad.

### Summer Queen



Recently Air-India sponsored in Bangalore the Air-India Queen Contest. This was part of a festival to usher in the summer. Miss Cheryl White was chosen Air-India Queen. Photograph shows Mr B.R. Satyanarayana Rao, Sales Manager, making a presentation to Miss White while she proudly holds a Maharajah statuette.

### Men only

Air-India's Chief Medical Officer, Dr. Vijai Kumar, Comments:

"Vasectomy is the best safeguard against unwanted and undesirable pregnancies. The operation can be easily undergone as an "out-patient" procedure without the need for hospitalisation.

As well as being the surest way of stopping pregnancies, vasectomy is also the safest of the sterilisation operations. It never leads to any long-term physical ill-effects and certainly does not cause impotence or reduction in virility."





# MERRY GO ROUND

## LONDON

Trevor Turner



## Puzzling This???

FOR some months various members of other airlines in the U.K. participated in an Interline Contest organised by Air-India, which took the form of a crossword puzzle. This was organised in conjunction with United Airlines and the first prize was a holiday for two in New York and Hawaii. Following the announcement of the prize winners, a party in their honour was held in our Bond Street Booking Office, when they

were given their prizes by the RD-UK. Seen here are left to right - Ivanka Kuliskova from Traffic at LHR this year's Miss London Airports 1976, the RD-UK, Joan Salkeld from British Airways, winner of the first prize, Ted Cox - Director, U.K. & Ireland for United Airlines and Christine Sears from Pan American, winner of the second prize which was a trip for two to New York and passes to Disneyland.

## SYDNEY

B. Macklin



## Aussie Agents Tour Britain

AIR-INDIA and the British Tourist Authority, co-sponsored an Agents' Educational Tour of Australian Travel Agents recently. The purpose of the visit was to acquaint agents of the varied facilities that Air-India would provide to them on board the 747s and at the same time the Tourist Authority would look after groups that visit the United Kingdom from Australia. Seen on the tarmac in front of an Air-India aircraft are (l to r) Diane McLeod

(Wesfarmers, Perth), Peter Gardner (Sales Rep. AI, Perth), Barbara Robertson (BTA, Sydney), Pat Pead (Espana Travel, Sydney), Marilyn McAleese (ANZ Bank Travel, Brisbane), Richard Balfour (Thos.Cook, Perth), Geoff Woolley (Elders Travel, Adelaide), Mike Rodrigues (Elders Travel, Perth), Ian Orre (ANZ Bank Travel, Sydney), Audrey Murtton (CBC Bank Travel, Sydney) and Darryl Knight (National Bank Travel, Adelaide).



## Blow hot Blow cold

DURING the recent heatwave in the U.K. thousands of electric fans were imported from India by the British Distributing Company of London. Normal supplies in Europe had dried up and these shipments came in on a charter basis and also on scheduled flights. Rebecca Hamilton from Traffic at London Airport posed for photographs with one of the fans. This picture appeared in several U.K. publications.

## JAPAN

D. Gidwani



## Happy Schoolboys

Air-India's baseball team in Osaka recently held a number of friendly matches with other airlines as well as shipping and agents teams. Our boys have excelled on the field and have won a number of matches. Mr D.V. Gidwani has been particularly responsible for egging the members to put in practice and as a result they have distinguished themselves. Photograph shows in the front row (L to R): Sekimoto and Kimura (Cargo Sales), Akae (Accounts), and Shobu and Nakano (Airport). Standing (L to R): Okita (Telex), Nonami (DCM), Gidwani (Manager), Niwa (DSM), Takeuchi (Cargo Sales), Tomiyama, Yokota, Fukui and Hoshikawa (Passenger Sales).



## Flowers for You

The Kobe Chapter of Ikebana International has new board members for 1976-77. Headed by Mrs Lakshmi Gidwani, wife of Manager, South Japan and South Korea, the new officers include (L to R seated): Mrs Noda, Mrs Witchger, Mrs Gidwani, Mrs Yamatoku, Mrs Perry, Mrs Kojima, (L to R standing): Mrs Rose, Mrs Torneden, Mrs Sakai, Mrs Wilschinsky and Mrs Tattam. Ikebana has aroused considerable interest in India and over the years Japanese experts have flown to India on Air-India to talk to groups and ladies clubs. As a result most metropolitan cities have a number of institutes teaching the art of IKEBANA floral decoration.