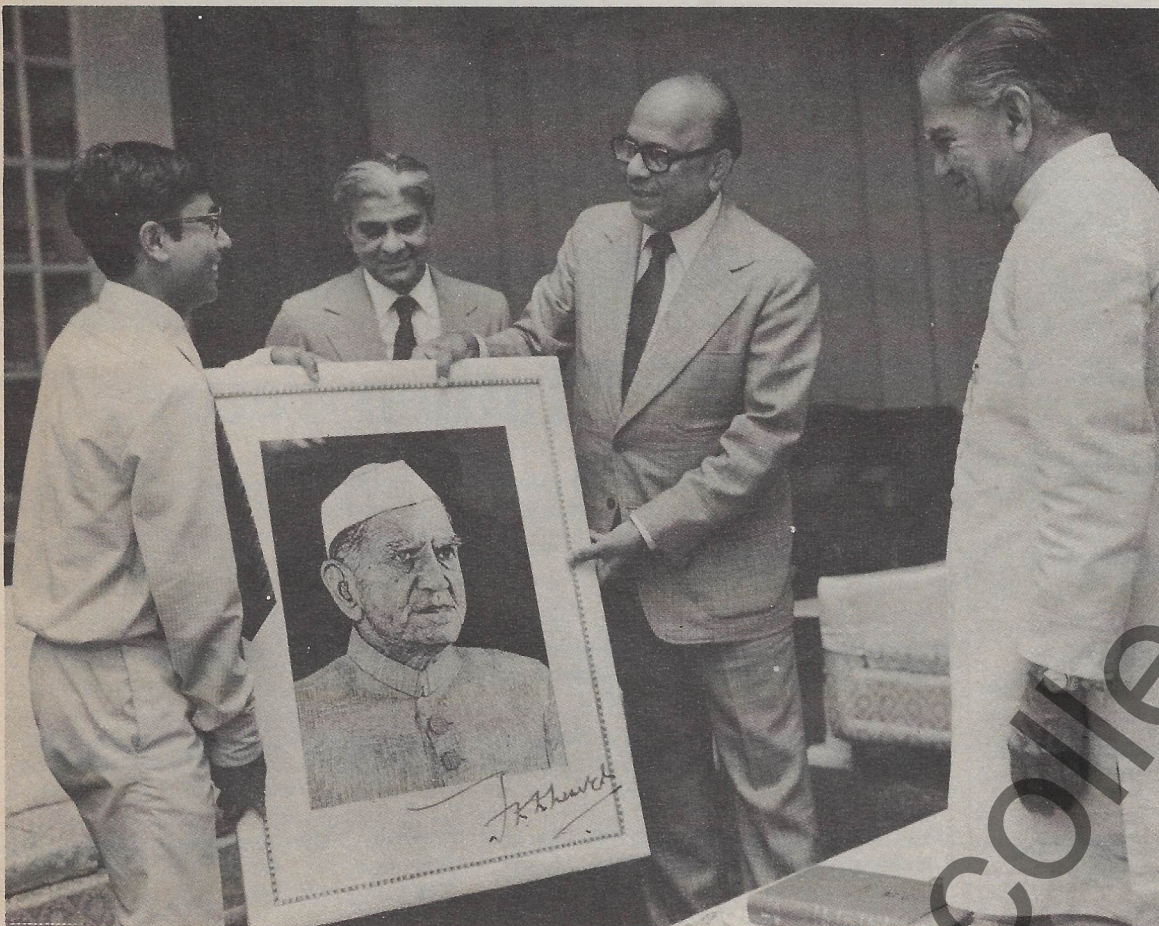


Magic Carpet

VOL. 20 NO. 11

NOVEMBER, 1976



PRESENT FOR THE PRESIDENT

Giridhar Mandal, 28, Despatch Clerk in Air-India's Calcutta office has raised embroidery to the level of fine art. Last month in the presence of Mr K.K. Unni, MD and Mr K.G. Appusamy, Dy MD, Giridhar presented a portrait of the President to the President himself at Rashtrapati Bhavan in New Delhi. The portrait is in silk thread which Giridhar completed in ninety hours. He has taken ten years to excel in the art of embroidery and specialises in making portraits.

GOOD RESULTS



MINISTER OF TOURISM & CIVIL AVIATION
New Delhi 110 001
October 29, 1976

My dear Shri J. R. D. Tata,

Please refer to your letter No. GM/16-20(23) dated the 25th August, 1976 with which you submitted Air-India's annual report together with statement of accounts for the financial year ending 31st March, 1976. I have gone through the report with interest, particularly Air-India's efforts in improving their share of the market, optimum deployment of fleet on profitable routes etc. which have resulted in a net profit of Rs.6.35 crores. I am sure sustained efforts will continue to be made by the Management so that the good results achieved during the year, are not only maintained but improved upon further. Please accept my congratulations on the Corporation's achievement and convey my special appreciation to the Managing Director, Shri K.K. Unni and his band of able and hardworking executives, for their sustained efforts in achieving these results. Above all, please convey my sincerest appreciation to all the staff of Air-India in India and abroad for their hard and disciplined work in sustaining and improving the efficiency and performance of India's national flag-carrier.

With regards,
Yours sincerely,

Raj Bahadur
(Raj Bahadur)

Shri J. R. D. Tata,
Chairman,
Air-India,
BOMBAY.

SPREADING WINGS

AIR-INDIA will commence operating to Lagos, the capital of Nigeria, and Accra, the capital of Ghana, on the west coast of Africa, from December 1976. This was announced at a news conference by Mr K. K. Unni, Managing Director, in Bombay on October 21, 1976. This will be the first major route expansion since August 1967 when Air-India commenced operations to Mauritius.

With the addition of this new service which will operate every Sunday from Bombay via Nairobi, Air-India's route network will expand to 183,124 km.

Mr Unni said that traffic was generally picking up on all routes, especially the India/USA route, where the airline had experienced a growth rate of 42 per cent in the first eight months of 1976. Because of this "end-to-end" growth in traffic, added Mr Unni, Air-India was operating a larger number of non-stop services from Europe to India than ever before.

The winter timetable which came into effect from November 1, 1976 has been tailored to meet the growing passenger traffic on the various routes, including the Gulf. There is one more non-stop service a week

from London to India originating in New York. The other weekend New York-London-Bombay flight which commenced on May 29, 1976, remains unchanged. There are now five direct flights a week from Continental Europe to India.

Two Boeing 707 Frankfurt terminators have been introduced. "This is the first time that Air-India's services will terminate at a West European airport other than London", added Mr Unni.

A weekly flight has been introduced between Calcutta and London. There are already three flights a week from Bombay to Tokyo/Osaka passing through Calcutta. Two direct Delhi-Moscow-Delhi services will be resumed from December 16, 1976, thus eliminating the halt at Teheran which was introduced in 1971 when Pakistan overflights were discontinued.

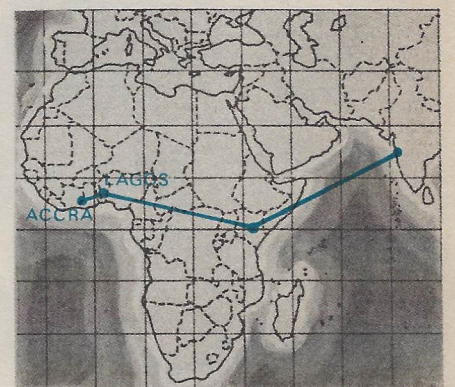
Referring to the enormous growth of traffic on the Gulf routes, Mr Unni said that from five weekly flights two years ago, Air-India has now stepped up its services to almost twice daily, with several extra sections to meet traffic peaks. There is one additional jumbo service to Dubai every Monday, thus emphasising the

growing importance of this particular route. Air-India now provides a capacity of 2,114 seats per week to the Gulf in each direction on scheduled services.

Mr Unni pointed out that Air-India had achieved excellent financial results in 1975-76 with a net profit of Rs.6.35 crores, which was the highest on record. In the first six months of 1976-77, Air-India had done even better than the comparable period last year, he said. From April to September 1976, Air-India's overall capacity had gone up by 17.2 per cent. The number of passengers carried went up to 454,360, an increase of 35.9 per cent.

At the same time overall cargo traffic went up by 68.2 per cent. The cargo uplifted out of India on our scheduled services and sub-charters has shown a remarkable increase of 96.5 per cent to 16,530 tonnes. Into India, Air-India carried a total of 4,459 tonnes, an increase of 9.6 per cent over the same period last year.

As a result of this rapid growth in traffic, Mr Unni said Air-India's gross revenue had gone up from Rs 85.05 crores for April to September 1975 to Rs 127.81 crores for the comparable period this year, this representing an increase of 50.3 per cent.



Air-India jets to West Africa



RANDOM JOTTINGS

By Befuddled Mind

FRANK BYRD of Fairfields, Sydney, touches down at Bombay Airport at 2 a.m. in a Qantas 747. "Come on, ladybird", he shakes up his wife. "let's set foot on Indian soil." Together with 200 other passengers bound for London, they stagger down the stepladder, into the coach and enter the crowded transit lounge. Multiply the 747 by six, and Frank Byrd by 1500 and you have a typical Saturday night at Bombay Airport.

Bombay Airport is one of the most crowded airports in the world or so, they say. Not having been to all the airports in the world, I must take their word for it. ("Oh, you're in the Navy, do you have a wife in every port?" A. "Can't say, really, I haven't been to every port"). The Airports Authority of India have taken full cognisance of this fact, and all being well, will in five years or so, produce a new terminal that will cater to the needs of the Roaring Eighties.

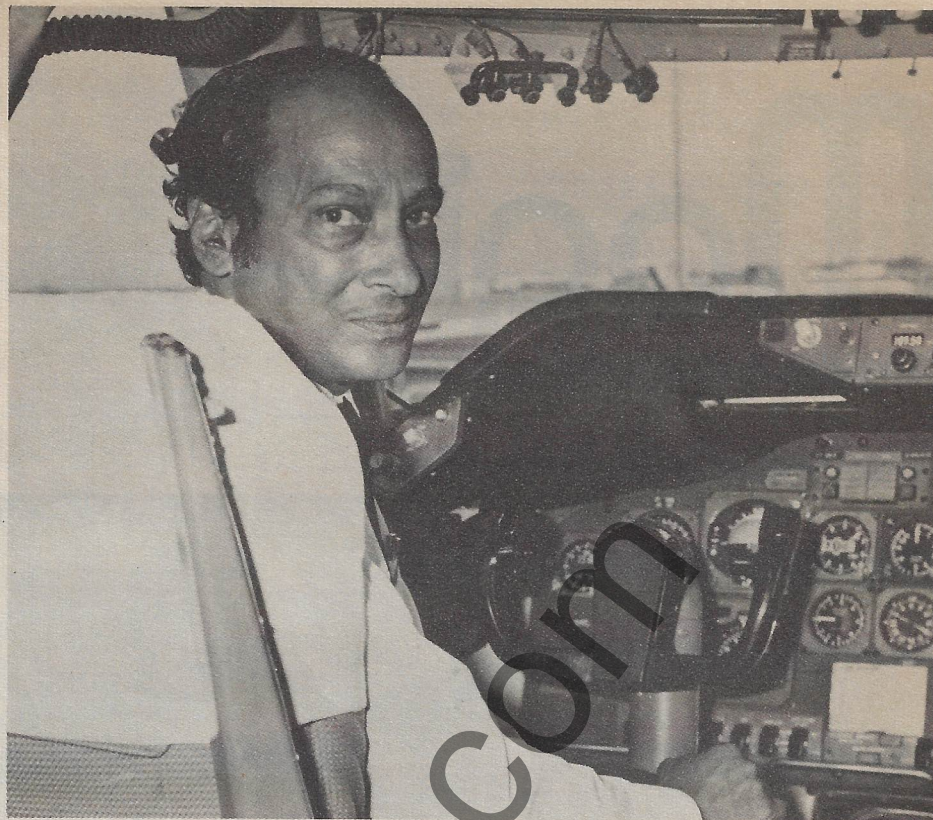
But what in fact, Befuddled Mind asked himself are the problems that passengers are roaring about today? And so, to find out, it was a night at the airport for us away from the domestic bosom. Saturday, the busiest night in the week at Santa Cruz - until recently (when each passenger's 67 friends and relatives crowding into the building are now left out), reminiscent of Bombay Central platform when the Bombay-Delhi 'deluxe' steams out. I moved from Arrivals to Departures to Customs to Transit to Parking Bays to Cargo Warehouse back to Arrivals, Departures, Transit. By sunrise, having traipsed about 8 kms. all over the airport, I did not know whether I was coming, going or transitting! But I did learn one thing, whether it was Traffic, Control Tower, Immigration, Customs, baggage handling or whatever, they were all having one helluva Saturday night.

At one time - it was about 3 a.m. I think - in the wide-bodied Parking Bays, there were two Jumbos in earnest conversation on my left, two DC-10s engaged in a battle of wits on my right and a British Airways Tristar quietly creeping up behind me, determined to crunch me under its nosewheel. (I cleverly side-stepped and was almost run over by a toilet cart merrily piddling its wares). In the far distance were five conventional jets patiently waiting to be serviced.

And so I tackled Datta Nimkar, Controller of Ground Handling, who is assisted by K.K. Gadgil and R. Patwardhan. 'Tackled' is the right word because surrounding a heart of gold is a pugilistic exterior that would send Mohammed Ali into the far corner of the ring. What gives, I ask him? The answers were illuminating. Air-India looks after 23 airlines at Santa Cruz, 13 of which have wide-bodied aircraft. In a month, 1072 flights are handled by his Dept., 472 of which are wide-bodied. This particular Saturday night, there were 898 passengers embarking, 1001 disembarking and about 750 milling around in the transit lounge. And, he asked *sotto voce*, many of them were also wide-bodied.

A passenger arrives from Sydney, Tokyo or Rome. He wants to stretch his legs. Little does he know what goes on behind his back after he climbs down the stepladder, rides in the coach to the terminal building. Baggage is loaded and unloaded, food is uplifted, the aircraft is serviced for water and toilet facilities and multifarious other activities go on while he sips his Coke. Various engineers and technical people, are also carrying out checks but that is a different story to be told at another time. Quietly working behind the scenes is the Ramp operating officer who looks after (with an other colleague), as many as 14 aircraft at a time, with quiet efficiency, no fuss, no frills and a maximum of 60 bodies.

The passenger returns, the engines start, the tractor pushes the mammoth bird back to the taxi track, the passenger fastens his safety belt and is airborne. The men behind the scenes are forgotten, indeed the average passenger never even know he was there.



Capt Mathen retires

CAPTAIN K.M. MATHEN, Director of Technical Planning, retires on November 21, 1976 after 30 years service with Air-India.

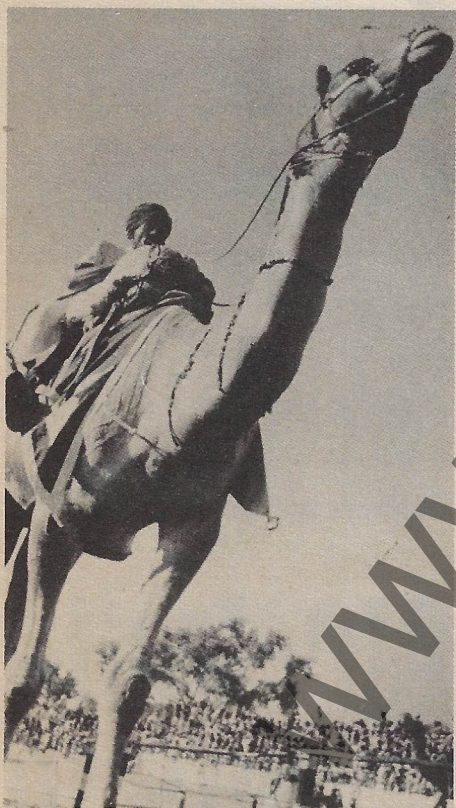
After graduating from Madras University with a Science degree, Capt Mathen joined the Indian Air Force soon after the outbreak of World War II as a fighter pilot.

He was among the first batch of postwar pilots to join Air-India in early 1946. Capt Mathen has flown all the types of aircraft that Air-India has operated in the last 30 years - Expeditors, Dakotas, Vikings, DC-4s, Constellations, Super Constellations, Boeing 707s and 747s.

In 1969 he became the first Indian pilot to fly the Boeing 747 during its Federal Aviation Administration Certification trials.

From 1956 to 1958, Capt Mathen was Chief Pilot, Singapore, overseeing operations into Australia. Two years later he went to Seattle for Boeing 707 training. He was posted in London from 1961 to 1967 as Flight Superintendent (Western Division) during which time he completed over 500 Atlantic crossings. He returned to Bombay as Operations Manager (Central Division) in 1967, was promoted as the Chief Operations Manager and later the Director of Operations.

Developing Rajasthan



agents, has concluded an extensive survey of Rajasthan's tourist potential. It will submit a detailed report on promotion of tourism there.

Mr Satpal Kapur, MP, and the AICC observer for implementation of the 20-point programme in Rajasthan, accompanied the Central survey team during its extensive tour of the State.

Mr Kapur said that he had discussed a number of proposals to promote tourism in the State with the Union Tourism Minister Raj Bahadur. He had also given a gist of his proposals to the Prime Minister "who is keen that tourist industry in the State should be developed in order to give a boost to the State's economy", he added.

While the Central team was preparing its report, Mr Kapur said, he had made a number of proposals himself which included elephant polo at Jaipur and elephant fights at Udaipur in February next as attractions for foreign tourists. Elephants would be used instead of horses in polo matches.

Many of his proposals, he said, had been favourably received and steps were being taken to implement them because "it is essential for the economic development of the State".

Three-star hotels are to be built in Jaipur, Jodhpur, Jaisalmer and Bharatpur. The construction of such a hotel at Jaipur had already begun, he said.

Sajangarh Palace at Udaipur was proposed to be converted into a major tourist attraction. It would have a casino open only to foreign tourists.

Water sports would be introduced in a big way at Udaipur—the famous lake city—and at Sardar Samad Lake, about 40 km. from Udaipur. A major tourist complex would be built at Sardar Samad Lake.

PEAcock gardens, camel races, elephant polo and casinos are among the new attractions proposed to lure more tourists, specially foreigners, to Rajasthan.

Famous for its magnificent palaces and forts, lakes and forests rich with wild-life, Rajasthan attracted about 67,000 foreign tourists last year. But it has great potential to attract more visitors. An attempt is being made now to provide more attractions and greater tourist facilities.

A Central survey team, comprising representatives from the Tourism Ministry, Air-India, represented by Mr Jimmy Meherhomji, Indian Airlines and travel

Labour Relations Committee

AT the Eleventh session of the Labour Relations Committee held at Santa Cruz on October 20, 1976, the taking over by Air-India of the Family Medical Benefits Scheme came under review. After hearing the views expressed by LRC Member Mr R.N. Dhople and Mr J.N. Mogrelia, Dy Director of Finance, it was decided that the Standing Medical Committee in consultation with Mr S. K. Nanda, Chief Personnel Manager, and representatives of the Finance and Accounts Department should formulate a workable scheme for the Management's approval.

The Chairman, Mr P.V. Gole, while inaugurating the Eleventh session, appealed to the members to limit the number of subjects for each meeting to a reasonable level so that discussion on them could be fruitful and decisive. He also called upon them to first resolve the matters raised by the staff with the departments concerned before placing them on the agenda. In agreeing to this, the members also agreed to submit a brief note on each item to be discussed at the LRC meetings, for advance circulation along with the agenda.

After a review of the progress on the recommendations made during the tenure of the previous LRC, the Committee took up the agenda of the current meeting related to canteen, medical facilities, passage entitlements, outstation allowances, air-conditioning of Technical and Stores Buildings, etc.

In reconstituting the Restaurant Advisory Committee, it was decided to nominate Mr V. M. Fernandes and Mr Rao in place of Mr Dhople and Mr J.P.D. Tata.

The Committee requested Mr K.K. Rao to streamline the credit facility procedure for the canteen in consulta-

tion with a representative of the Finance and Accounts Department and the Catering Superintendent; Mr V.N. Herekar, Controller of Stores and Purchases, and Mr Nanda to resolve problems related to canteen facilities during break periods for the Stores Department staff reporting for morning shifts, etc, and Mr K. A. Sapat, Industrial Relations Manager, to review in detail the question of outstation allowances.

At the inaugural meeting of the Eleventh LRC, Mr Umni recalled his long association with the Committee and expressed happiness that the LRC was now taking a corporate view of things rather than concentrating only on the labour-management problems. He added that the Tenth LRC had done 'excellent and creditable work' and mentioned that the Air-India Board attached great importance to the work of the LRC.

At this meeting, Mr P. V. Gole, Director of Personnel and Industrial Relations, was elected the Chairman and Mr W. Santos the Secretary. The diplomatic Chairmanship of Mr J.R.D. Tata received general acclaim.

In a review of the work of the Tenth LRC, Mr Gole enumerated the main recommendations of the LRC which were implemented by the Management: viz starting of the Holiday Homes at Mahabalipuram and Srinagar, financial assistance to staff who were laid off during the strike, amendment to the PR Regulations to enable staff to make permanent withdrawals, reimbursement of money spent on homoeopathic treatment, transport arrangements from Kurla Railway station, increase in the quantum of festival advance from Rs 100 to Rs 150, service mementos to hostesses and shuttle service between NTB and Old Airport.



Up the Mississippi

With M. Chudasama



The Captain's table (Or Le table du Capitan) "Capitan" P.F. Mahta with Ambassador Kaul and guests. (L.to R) Mr Ram Kohli, Travel Corporation of India; Mrs Eva Harris, General Tours, New York; Lt-Gen J.T. Satarawala, Chairman, ITDC; Mrs Mahta; Ambassador T.N. Kaul; Ms Barbara Pendergraft, Orange Empire Travel Bureau, California; Mr James Whitmore, Editor, New Orleans Magazine; Mr Alex Harris, President, General Tours, New York; Ms Ruth Rittmeister, International Travel Service, Honolulu; and Mr Mahta.

Le Capitan du "Steamer Natchez", the RD, guiding a New Orleans Belle who had lost her way!

THE end of summer traditionally brings relief from the heat and humidity to sweltering New Yorkers and relative calm is restored in the reservation section and at Kennedy Airport. This year, the summer was pleasantly cool and our frontline troops are as busy as at the height of the summer season. Our able statistician, Mr Kripalani, who has an unblemished track record of accurate forecasts, is now projecting a busy winter. Amen.

For the head office brass, Fall is an equally busy season as the American Society of Travel Agents gather for their Annual Convention, which each year

attracts a growing number of delegations from the industry in India. In keeping with our tradition, it is also the time for us to thank our travel agent friends, who in the final analysis, keep all of us busy. This year's convention, held in New Orleans, we played host to nearly three hundred agents at two lunches and over two hundred guests at a unique evening affair. On a chartered paddle-wheeler boat, the "Natchez", India's Ambassador to the United States, the Honourable T.N. Kaul, played host to this gathering of our industry friends. Greeted by three of our gracious hostesses in a blend of old fashioned Indo-New Orleans custom with roses, the guests

were piped aboard to music played on a "Caliope", a steam organ. Cocktails and Creole food were enlivened by a New Orleans jazz band and a superb performance of kuchipudi dances by Raja and Radha Reddy, as the boat cruised up the Mississippi River.

The Regional Director, Mr P.F. Mahta, briefly introduced the Ambassador, who had flown down from New York that afternoon to host the dinner and flew out at 3 a.m. in the morning to address a large gathering of clergymen in Louisville, Kentucky, at 8 a.m. With his infectious enthusiasm, Ambassador Kaul greeted the guests and extended a warm welcome to them to visit India and encouraged them to continue their

efforts to "sell" India as he firmly believes that the future of Indo-US relations rests on mutual trade and tourism.

In keeping with Mississippi lore, the long evening ended with shipboard gambling, but not for money. The big winners bid for Indian handcrafted prizes, donated by the major hotelier and tour operators from India at an animated auction. Unlike real life, there were no losers that night except the RD, who lost out on sleep, as he had to see off Ambassador Kaul at 3 a.m. and call the MD in London at 4.00 a.m., and return to the receiving line to greet out guests at lunch that day!

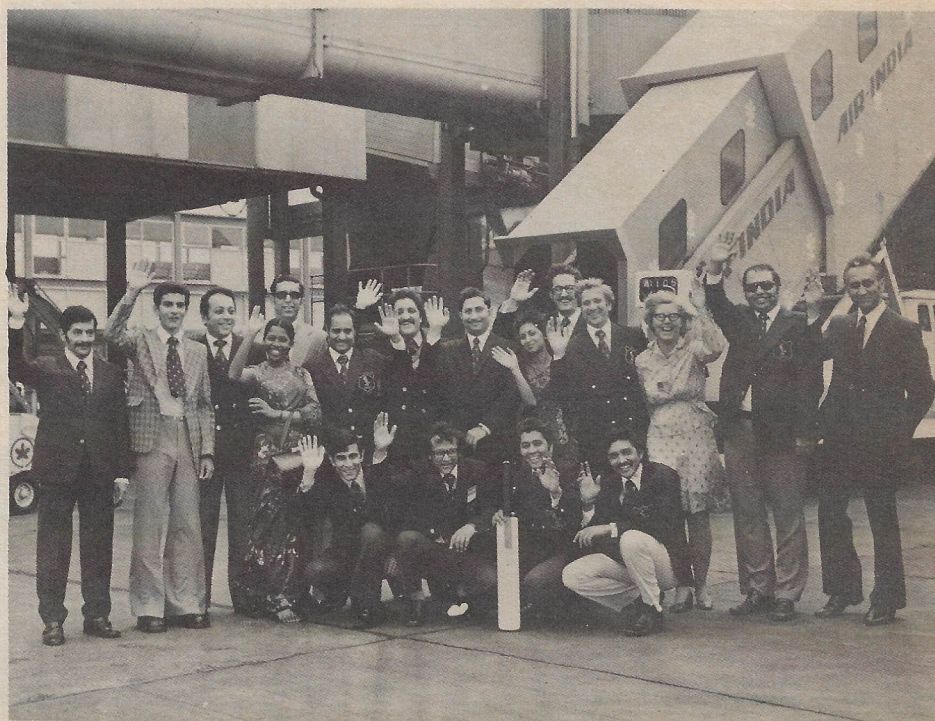
LONDON

ON THE FIELD With Trevor Turner



Our Bowlers

THE five members of our U.K. Bowling Team recently challenged two teams from Frankfurt, representing Varig and Lufthansa, and at the same time took on Varig's London team. There were difficulties in arranging alleys for these matches, so everyone travelled away from the Bowling Alley at London Airport to Woking. At the end of the evening honours were even and each team had won a game. Our Team wore their new red bowling shirts, which have a Centaur on the front together with the player's first name, and on the back the Air-India logo with the player's surname. Members of this 'personalised' team are left to right back row - Homi Patel (Operations), Charles Vaney the Captain (Traffic). Front row - left to right - Raj Patel (Traffic), Judith Pottesman (Traffic) and Fili Cooper (Cargo).



Welcome

A HEARTY welcome at London went to Major H.P.S. Ahluwalia, when he paid us a visit in his capacity as President of the All India Mountaineering & Trekking Association, New Delhi. During his visit to London Air-India arranged for him to make a Presentation to some of the members of the travel trade. He is seen arriving together with his wife and escorted by Mr M.A.S. Dalal, Regional Director-UK.



Team Spirit

THE Air-India Cricket Team from London flew over 6,000 miles to Vancouver in the spirit of winning all three of their fixtures. The first match was lost by 17 runs and the second by two wickets. The last match was played on a knock-out basis, which they won by 48 runs. Need we add that there were almost as many well-wishers to see them off as there were players?

THE TOP THREE

Magic Carpet will publish top three revenue-rankings every month.

April 1 - end August 1976 rankings are:

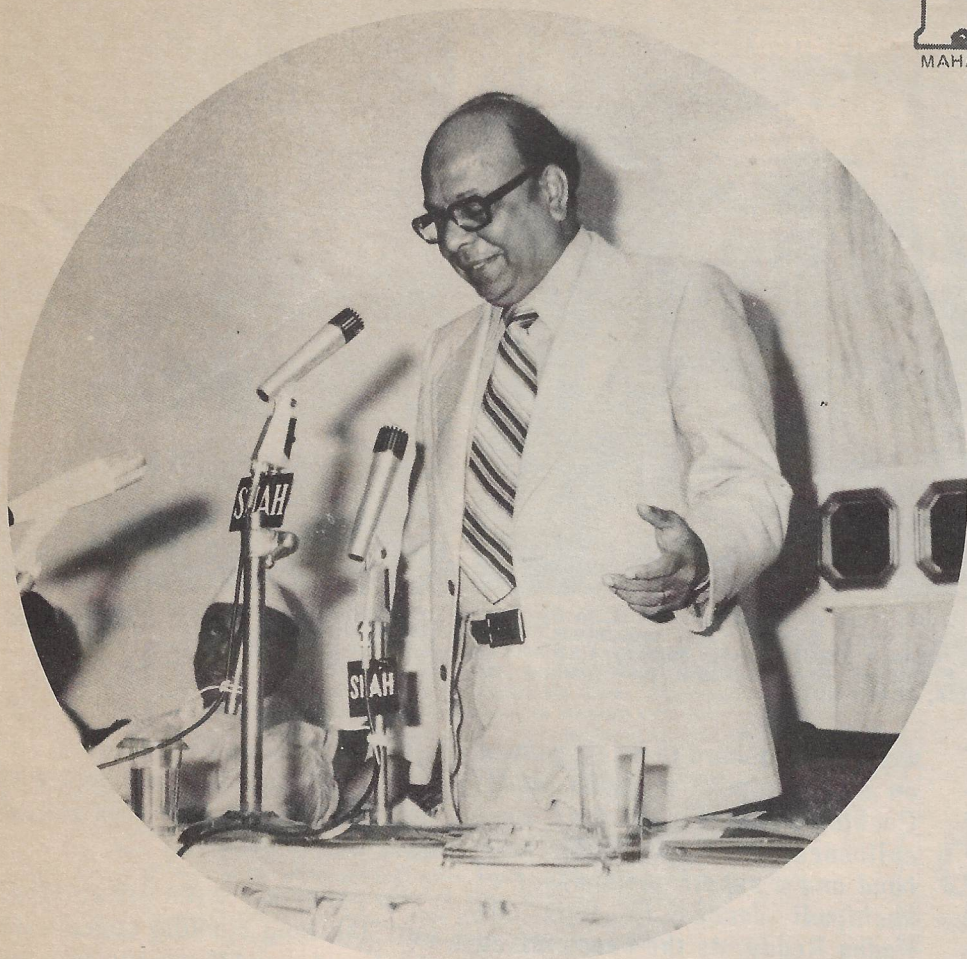
INDIA	+ 31.1%
Middle East & Gulf	+ 27.8%
USA & Canada	+ 16%

(The above figures reflect Progressive Surplus over Target.)



OPERATION

International Tou



Mr K.K. Unni addressing the inaugural session of "Operation Aurangabad".

"While the dominant motive of the Ajanta frescoes is religious, the range and treatment of the paintings are in reality an epic of the life of the people covering a span of over eight centuries. Here, in vivid colours, a whole age has been recreated."

A foreign delegate receives a floral offering from one of the receptionists at the Seminar.



"As the National Carrier, Air-India more than readily associated itself with Operation Aurangabad and is actively working towards enabling even larger numbers of our foreign guests to visit Aurangabad and see for themselves the inspiration and art that hangs like tapestry from the sacred rocks of the caves and temples at Ajanta and Ellora."



Above, the Workshop on Tourism was attended, among others, by (L to R) Mr I. D. Sethi, Mr Nari Katgara and Mrs Malati Tambay-Vaidya. Below, Dr Rafiq Zakaria in conversation with Mr S. K. Kooka.

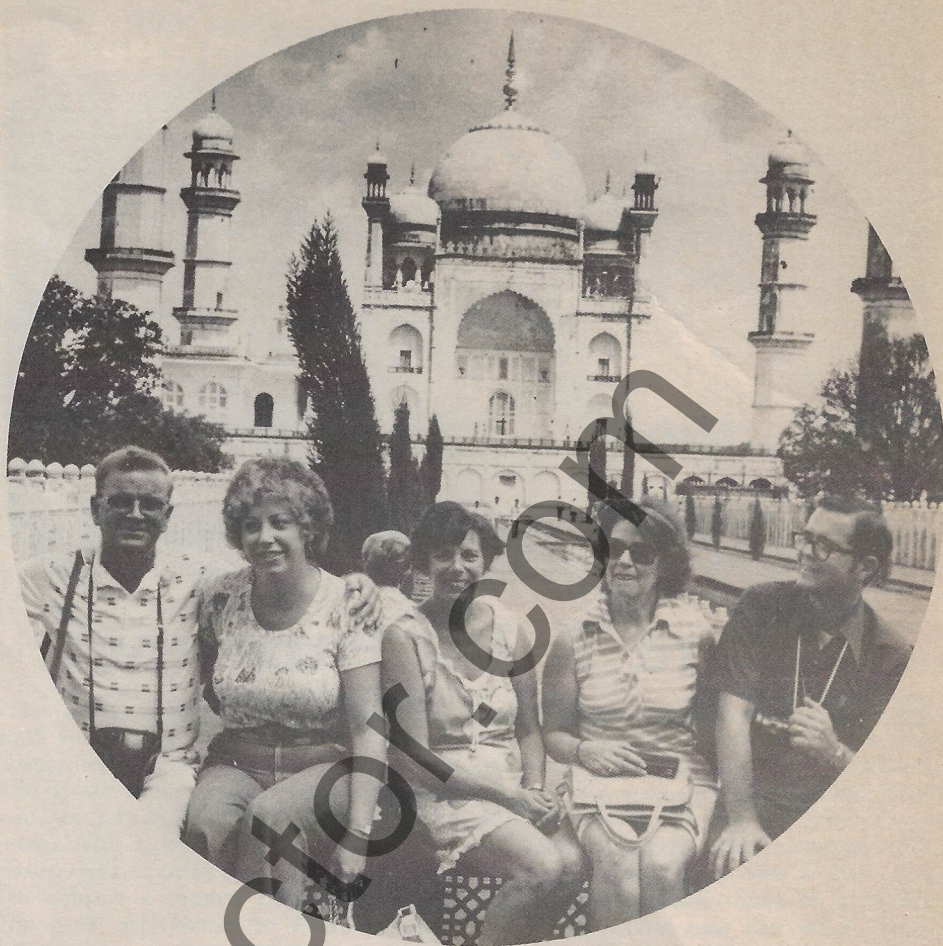


AURANGABAD

ism Seminar



Mr D. N. Kapoor, Divisional Commissioner of Aurangabad, flanked by Mr K.K. Unni (R) and Mr Jimmy Meherhomji, Manager-Tourism (L).



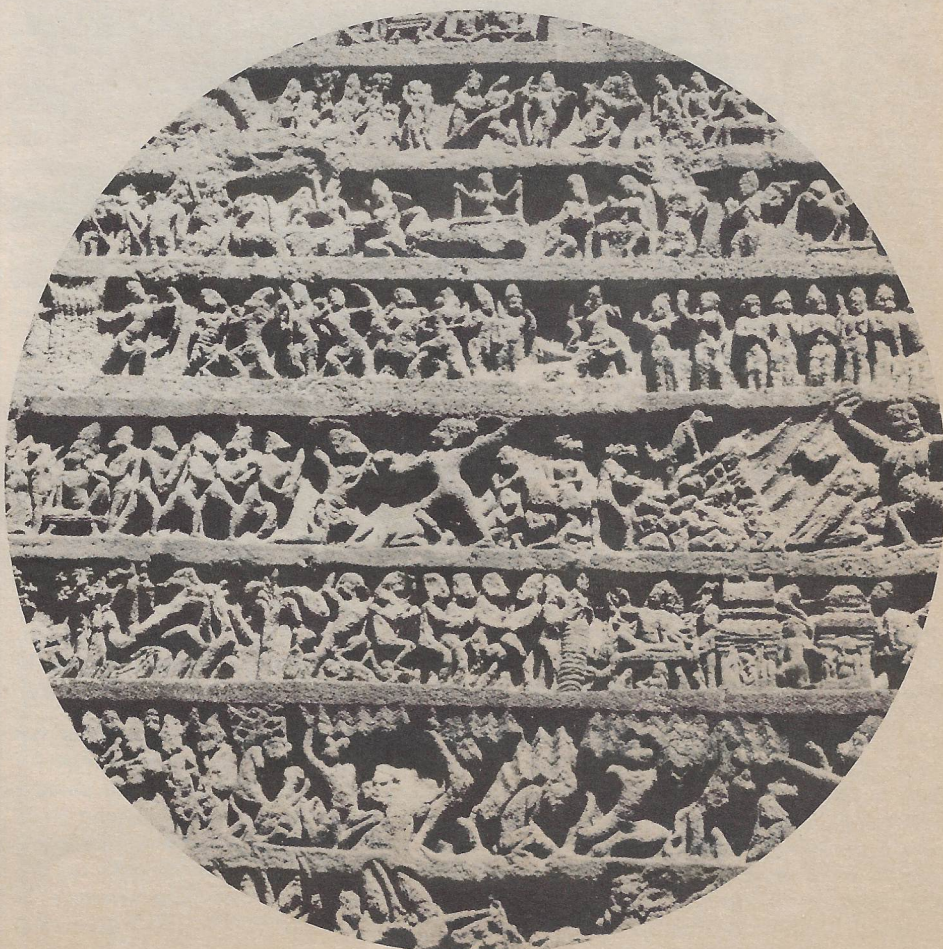
American delegates at the Bibi-ka-Maqbara.



Above, the Vaitalik Dance Troupe performed a Kabui Naga dance in the presence of delegates.

"I have no doubt that both the Tourism authorities of Maharashtra State and the Indian Travel Trade would greatly value an exchange of this nature, which would be to mutual benefit, and in the interest of offering a really attractive product to our clients abroad. It is therefore both a privilege and a pleasure for me to have the opportunity of participating, on behalf of Air-India, in this august gathering today."

The frieze in the Kailasa Temple at Ellora gives a vivid display of the lives of the ancients.



THE first-ever attempt to put Aurangabad on the world tourist map was a resounding success. Over 100 travel agents, journalists and tour operators from all over the world gathered at Aurangabad recently to participate in a unique international seminar organised by the Government of Maharashtra in co-operation with Air-India, Indian Airlines, the Department of Tourism, Government of India and the India Tourism Development Corporation.

The idea behind the seminar was to give an opportunity to world tourists, through the eyes of the people connected with the travel trade, glimpses of the grandeur, artistry and richness of India's cultural heritage as reflected in the 2,000-year-old Ajanta and Ellora caves, the Daulatabad Fort and other historic monuments in the vicinity.

Speakers at the inaugural session included Dr Rafiq Zakaria, Maharashtra's Minister for Revenue, Urban Development, Tourism, Protocol and

Aukaf; Ms Malati Tambay-Vaidya, Secretary, Social Welfare, Cultural Affairs, Sports and Tourism Department; Mr K.K. Unni, Air-India's Managing Director (extracts of whose inaugural speech are reproduced on this page); Lt-Gen J. Satarawala, Chairman and Managing Director of ITDC; Mr C.B. Jain, Director-General of Tourism, Government of India; and Mr G.D. Mathur, Commercial Director, Indian Airlines.

The seminar ended with a panel discussion led by Mr S. K. Kooka, Chairman, Air-India Charters. The other members were Dr Rafiq Zakaria; Ms Malati Tambay-Vaidya; Mr Inder Sethi, Dy Commercial Director, Air-India; Mr Gulam Naqshband of Sita World Travels; Mr Nari Katgara, Director, Travel Corporation of India; and Mr D. C. Warden, Commercial Manager, Indian Airlines. Kudos for excellent organisation and coordination of the Seminar go to Mr J. Meherhomji and Mr J. Parakh of Tourism Section.



Cuisine Inflight

Our Chef Recommends

Homard A La Parisienne

Select a large size Lobster weighing between 800 gm. to 1 kg. Cook in court-bouillon (flavoured fish stock) and leave it to cool in the latter.

Carefully remove the meat from the tail without breaking. Having emptied the tail, refill it with salad leaves and return the strip of shell upside down. Cut the meat of the tail into even scallops and lay on each roundel of Truffle, stamped out with a fancy cutter and dipped in half melted jelly. Then coat these slices with melted jelly flavoured with champagne or white wine, so that they are well covered with it.

Break the claws and remove the meat and also that remaining in the carapace and rub them through a sieve.

Prepare a small vegetable salad, add thereto the sieved meat and cohere the two with mayonnaise sauce combined with melted jelly. The salad begins to set owing to the jelly content in the mayonnaise. Coat the platter with a thick coating of aspic. Dish the salad in the centre and on the salad arrange a cushion of buttered bread or carved rice. Cushion should have the shape of a wedge in order that the lobster may lie at an angle of 45° with its head raised. Arrange the decorated medallions (slightly overlapping, along the back of the lobster, covering the whole of the lobster). Surround the lobster alternatively with artichokes, stuffed eggs, lemon wedges and parsley.

Talent



Sherina Kurup, 21, is young, energetic and is hostessing with us for some time. Her family is from Vadakara in Kerala, but she was brought up in Bombay and studied in the Petit School.

She is a fine hostess in the air and fleet-footed on the field. An athlete and an ace hockey player Sherina represented Maharashtra in the Junior Nationals in 1971, 1972 and 1973. In 1972, she won the gold for hurdles and a silver medal each for long jump and shot put in Satara. In 1973, she represented Maharashtra at Ujjain where she participated in the pentathlon; hurdles, long jump, 100 metres and high jump, winning one silver and one bronze for the team, and in the process, vanquishing Punjab for the first time in the field of athletics.

Sherina uses her lithe physique to her advantage (she is 34-23-35) on the field, and her ability to speak nine languages with passengers on board Air-India flights. Besides speaking in English, she converses with ease in Tamil, Malayalam, Punjabi, Urdu, Konkani, Hindi, Telegu and French, and is presently doing her graduation in Philosophy at Khalsa College in Bombay.

Being an air hostess in Air-India has been for Sherina "the most wonderful thing in my life". She flits from passenger to passenger with a disarming smile and serves with the same graciousness with which she has been brought up. Although she enjoys travelling, she says "it is a lot of hard work, but also a great deal of fun".

Newsmakers



MD meets a Swami

Swami Muktananda of Ganeshpuri, wrapped in shimmering gold cloth, arrived in Bombay last month on a chartered Air-India 747 service after a two-and-a-half year tour of the Western world. He was accompanied by numerous American disciples.

The Swami was given a reception at Hotel Centaur where Mr K.K. Unni, Managing Director, met him and took his *darshan*. The Swami garlanded Mr Unni profusely and thanked him for making

his flight a comfortable one.

During his tour abroad, Swami Muktananda met the US Astronaut Edgar Mitchell, author Carlos Casteneda, Hawaii Governor John Burns, beat poet Allen Ginsberg and other spiritual seekers.

The initial spadework to get the group to travel Air-India was done by S.K. Sehgal, our Sales Representative in San Francisco, who had earlier arranged for large groups of Meher Baba followers to fly Air-India.



Maharajah takes a dip

Air-India was omnipresent when the Khar Gymkhana opened up its swimming pool last month. The magnum force behind the successful completion of the pool was Mr B.P. Baliga, Asst Engineering Manager (Production Planning), also President of the Gymkhana.

In his introductory speech, Mr Baliga, pointing out to the huge Air-India banner, said, "While an Air-India aircraft is a palace in the sky, the Khar Gymkhana is a palace of sports." He said that Air-India had, over the years, assisted the Gymkhana in its numerous sports activities, and even on this inaugural day, Air-India had contributed in a big way.

Mr Baliga has been associated with a number of service organisations. He is a

member of the Lions Club Board of Directors and serves on the committees of the Aeronautical Society of India and the Bombay Arts & Sports Organisation.

The swimming pool, which was inaugurated by Maharashtra's Minister of State for Sports, Mr Sushilkumar Shinde, is 25 metres long and is constructed on the second floor in a 'L' shape design, and facilitates diving and swimming at the same time. The squash courts and wooden floored skating rink are under the swimming pool.

The Gymkhana has invited Air-India's Flight Purser Avinash Sarang to head the coaching scheme to train potentially good swimmers.

FAMILY PLANNING FOR

AIR-INDIANS

by S. K. Nanda

ALL of us are aware of the national population policy and the imperative need for taking effective steps by propagation and implementation of the family planning programme, which will ensure economic advancement by qualitative improvement of the standard of living of the people of our country.

Air-India has taken certain steps in fulfilment of this national objective in the past and certain concessions were granted by way of special leave, besides setting up a family planning centre in the Air-India Staff Housing Colony at Santa Cruz. The residents of the Colony have availed of the advantages provided at this centre.

In order to give further impetus to the family planning programme, two family planning centres have been set up, one at Santa Cruz and the other at the Air-India Building. The family planning centres are fully equipped to provide facilities for operations. The services of a consultant surgeon (Genitologist) and a Gynaecologist is available twice a week. The family planning centres advise and counsel in different methods of limiting the size of the family and also supplies oral and other contraceptives free of charge.

In addition to the facilities of leave concession, it has been decided to give a cash incentive of Rs. 300 to those employees or their wives who would undergo sterilization operation/surgery at the Air-India family planning centres. The employees would also be eligible to receive a cash incentive of Rs. 300 if they or their wives undergo operation/surgery at any other recognised institutions such as Government hospitals, Municipal hospitals, State family planning centres or by Air-India approved panel doctors.

In order to approach the problem systematically and to ascertain the extent of the need of family planning amongst the employees of Air-India, a survey was conducted by trained and authorised surveyors who were appointed for this purpose.

In view of the importance of the family planning programme, the Management has a family planning committee to review the position and progress from time to time.

FAMILY PLANNING CLINICS

The Family Planning Clinics are designed for consultation with visiting specialists in Family Planning methods and making appointments with them for sterilisation operations. No appointments to see them at the Clinic need be made in advance (When attending the Family Planning Clinics it is desirable for both partners to report together). Special Family Planning Clinic case-papers and tokens will be issued at the Medical Clinic counters for purpose of consultation. Arrangements for distribution of contraceptives free of cost are also being made at the Family Planning Clinics.

The Family Planning Clinics are open to the employees as well as their spouses who must, however, be escorted to the Clinics by the employees themselves. In this connection it may be noted that if any incidental disease is detected in the spouse during the course of the examination by the specialists at these clinics or subsequently at the time of the sterilisation operation further investigation, management and treatment of such condition(s) will be the party's own responsibility and no expenses incurred in this regard will be borne by Air-India. However the employees can claim their entitlement under the appropriate con-

tributory medical schemes.

OPERATION THEATRES

One operation theatre will eventually be commissioned at each Family Planning Centre. It will be equipped for sterilisation operation on men (vasectomy) only. While the Family Planning Clinics have already been started, considerable preparatory work is required to develop operation theatre facilities which will, therefore, be commissioned after some time. In the meantime sterilisation operations on employees will be performed by the visiting surgeon and gynaecologist at approved hospitals and nursing homes and the charges will be absorbed by the Corporation as per the employees' entitlement.

The expenses in connection with sterilisation operation (vasectomy/tubectomy) on the spouses of the employees will also be absorbed by the Corporation, but only if performed by the visiting consultants at panel hospitals and nursing homes.

Similar rules will apply for sterilisation operations on employees and their spouses at outstations in India where there are approved panel specialists/hospitals. The cost of sterilisation operation on the employees and their spouses at other stations in India will be absorbed by the Corporation to the extent of the employees' entitlement.

We hope that full use of these facilities will be made by our staff and their spouses and the family planning measures adopted will bring them added happiness and well being, which is the ultimate objective of this scheme.

On the move... up

The following staff have been promoted:

Headquarters: Mr M. N. Saxena as Sr Security Investigator, Vigilance/Security Division.

Engineering Department: Mr M. K. Yadav as Inspector; Mr M. S. Belligund, Mr Alexander Rao and Mr M. R. Kowli as Aircraft Maintenance Engineers Gr III.

Finance & Accounts Department: Messrs G. B. Desai, R. Vasanthan, R.K. Subramanian, M.H. Kasim, R.D. Subbu and S. Shenoy as Asst Accounts Officers.

Operations Department: Mr N. A. Jayaraman as Asst Manager-Administration and Mr K. K. Kutty as Secretary to the Director of Operations.

Stores & Purchase Department: Messrs A. N. Sridhar, V. A. Nair and B. Y. Pai as Deputy Managers.

Communications Department: Mr M.D. Joshi as Dy Communications Manager.

OBITUARY

We regret to record the death of the following staff:

S. Chandra, 45, Navigator; Joined: August 1, 1966.

K. P. Damle, 44, Asst Superintendent, Stores; Joined: April 1, 1954.

A. N. Andrawis, 58, Sr Storekeeper, Cairo; Joined: December 2, 1958.

P.T. Parekh, 28, Plant Technician, Ground Handling; Joined: May 22, 1972.

After over 30 years



Jal J. Wadia

Mr Jal J. Wadia, Engineering Manager, Ancillary Overhaul Division, retired from the Corporation in September after 32 years service.

At a farewell party given by the staff of AOD, Mr K.G. Appusamy, Deputy Managing Director, who was the Chief Guest, paid tributes to Mr Wadia and said, "My association with Mr Wadia goes back to 1946. You may not know this, but Mr Wadia and I have a similar engineering background and we were in the same shop. Those days AOD consisted of only a couple of benches in the Engine Shop."

Mr Appusamy particularly praised Mr Wadia's efforts in designing and fabricating sophisticated test equipment for the new Accessories Overhaul Shop. "He saved Air-India a great deal of foreign exchange," said Mr Appusamy.

Mr Om Sawhny, Director of Engineering, said that he was happy that Mr Wadia was able to complete all the major tasks he had undertaken before he retired. "We invited him this morning to inaugurate the new fuel rig as a grand finale to his career."

Among the others who spoke at the party were Mr M.D. Kolhatkar, who has succeeded Mr Wadia, Mr B.M. Apte, Dy EM in charge of the Electronics Shop, Mr D.K. Billimoria, Dy EM-Accessories Overhaul Division, and Mr F.X. Fernandez.

In one of the briefest speeches ever, Mr Wadia thanked all his colleagues and staff and said that he had enjoyed every minute of his career in Air-India.

K. S. Mhatre



R. N. Tavadia

A touching farewell function was held in the Transport Hangar recently to say goodbye to Mr R.N. Tavadia, Manager-Transport, who retired after 31 years of dedicated service.

Loyal Service

Mr D.P. Nimkar, Controller-Ground Handling, who presided over the function, paid tributes to Mr Tavadia's sincere, loyal and devoted service. Mr R.R. Pimenta, Mr P.N. Helekar and Mr B.M. Worlikar spoke on behalf of the staff and described him as the father to all working under him. "No problem was too big for him or no request too small" was the theme of their speeches.

Veteran

Mr Tavadia joined Tata Airlines in September 1946 with 5 drivers and 5 vehicles and has watched the unit grow to its present strength of 300 staff and 200 vehicles.

In his speech, Mr Tavadia profusely thanked the Management, the executives and staff for the confidence reposed in him during his tenure as also the opportunities given to him during his years of service.

Besides the officers and staff of Ground Handling Department, the executives of the Operations Department, Mr C.L. Sharma, Director of Finance, Brig M.P. Joseph, Controller-Civil Works & Properties and Mr S.K. Nanda, Chief Personnel Manager, were also present.

J. Bocarro

AIR-INDIA QUIZ



1. Can readers identify the man with the beard?
2. The gentleman in the black suit served as Air-India's Manager for East Africa. Do you know his name?
3. In which suburban town of Africa was this photograph taken?

Answers to October Quiz

1. Salvador Dali.
2. Mr N. H. Dastur, was then Regional Manager-Continental Europe, when he and his wife Katy met Mr Dali.
3. Salvador Dali is famous for his surrealist paintings. Inspired by India, Dali created for Air-India perhaps the most unusual ash-tray in the world. The design was a trough-like centre encircled by a serpent and supported by two elephants and a swan. The swan was so designed that when seen the other way round, it looked like an elephant.



Naosherwan Nalavala

CHAIRBORNE

Travelling Ms

Air-India's Sales Secretary in Auckland, Ms Shalima Mahomet, has been elected Vice President of the Committee of New Zealand Women in Travel. At its first annual meeting held recently, the Committee sought affiliation with the International Federation of Women's Travel Clubs and made plans to send a delegation to the International Federation's eighth annual convention in Glasgow next April. Ms Mahomet travelled to Chicago last year as New Zealand's first representative to attend the meeting of the Clubs and, on her return, was prominently featured in all the travel media in Auckland.

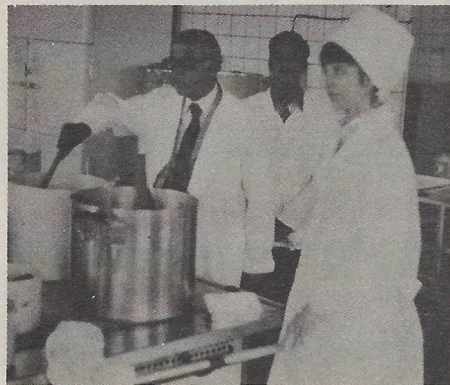
A Ticket to Ride



The Air-India Pune office handed over the 1500th ticket to Mr B. G.

Shirke, Chairman of Shirke & Co. Mr U.M. Ranade, Sales Representative (above) was chosen to make the presentation. M/s Shirke & Co. sent 1,500 Indian artisans to Dubai on our services last year and is presently engaged in a pre-fab housing project in Dubai worth Rs 75 crores.

Stirring it up



Air-India's Commercial Manager-Customer Service, Mr K.L. Ramchander, during a visit to the Aeroflot Flight Kitchen at Moscow, donned the white coat and ladle in hand, stirred up the hot pot. He exchanged notes with Soviet culinary experts and swapped recipes. C.N. Laxman (centre above), H. K. Bhatnagar and S. K. Hira, all from Customer Service, accompanied Mr Ramchander on his tour of the Flight Kitchen.



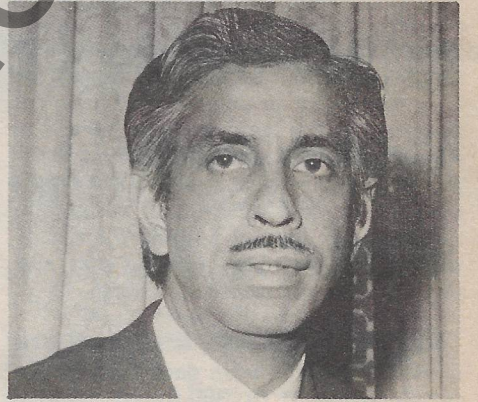
Dancing Away

Ms Harsha Sanghavi, 23, of Accounts recently presented a Thali dance at the Bharatiya Vidya Bhavan auditorium in Bombay. The dance, directed by Sumati Thanawala, was a thunderous success and is now scheduled for performances at Surat and Pune. Harsha has been a student of the

famous dancer Pravin Joshi. Besides performing Bharat Natyam, she is particularly good at folk dancing. She also paints landscapes and still life and is an avid swimmer.

PATA Award

Mr Eric Pereira, Managing Director, Hotel Corporation of India Ltd, was one of the three persons from Bombay to be given a merit award by the Pacific Area Travel Association (India Chapter) for his outstanding work in the promotion of tourism and its development. The other two who won the award are Ms S. Jagannathan, Director, Government of India Tourist Office; and Ms Malati Tambay-Vaidya, Secretary, Maharashtra Government. The other two Indians who won the award are Mr Y. L. Rajwade, Managing Director, Himachal Pradesh Tourism Development Corporation; and Mr Uma Nath, Director of Tourism, Bihar Government. Nearly 2,000 tour operators, travel writers, hoteliers and airline executives from all over the world are expected to attend the PATA Conference in New Delhi in January 1977.



Talking Shop

With K. S. Mhatre

WORLD AIRLINES WILL CARRY 475.8 million passengers in 1976, an increase of 9.9 per cent over the 433 million transported in 1975.

For the first six months of 1976, US trunk traffic is up 9.7 per cent over 1975. Airlines outside the US are recording an increase of 6.2 per cent over the same period.

* * *

NEXT IATA AGM after Singapore is likely to be held in Madrid in 1977 with Iberiac Chairman, Jesus Romeo, succeeding Mexicana's Manuel Sosa de la Vega as IATA president.

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C.A.B. WEIGHS FULL BAN ON SMOKING Three years after airlines were first required to provide separate seating for non-smokers, the Civil Aeronautics Board of USA is considering whether it should put a stop to all smoking on commercial airlines.

The CAB cited a US Government report that showed the public was much less tolerant of smokers than it was five years ago. Seventy per cent of 12,000 people interviewed in 1975 for the report by the Health, Education and Welfare Department said that cigarette smoking should be allowed in fewer places.

* * *

TEMPAIR LEASES BOEING 707 TO BANGLADESH BIMAN The UK wet lease airline, Tempair International, has won a contract to operate services for Bangladesh Biman, the international carrier of Bangladesh Republic. Valued at a minimum of \$ 500,000 the contract is initially for a period of three months. Tempair is supplying a Boeing 707, flight crews, operations and engineering backup for services from Dacca to London, Bombay, Bangkok, Karachi and Dubai and for the Hadj flights.

* * *

FLIGHT SAFETY Only a score of the millions of airline flights each year end in tragedy and the

record is improving all the time.

Passenger miles flown have multiplied eightfold since 1960. In 1970-74, a period which included the British Airways' Trident crash at Staines and the Turkish Airlines' DC-10 one at Paris, a passenger would have had to fly an impossible 80,000-plus trans-Atlantic crossings each year before, statistically speaking, his number came up; almost three times farther than in 1960-64.

And flying will become safer. Modern jets are much safer than the turbo-prop and piston-engined aircraft they replaced. Computer-based design and testing techniques should make (and recently have made) structural failure a thing of the past.

* * *

CHANGING PATTERN OF SCHEDULED AIRLINE OPERATIONS With the growth of air traffic after 1945, fares went down, leading to further expansion of traffic. The downward trend in fares continued till 1969 when it was reversed by inflation and rising costs. Traffic had been doubling every five or six years, but the total earnings did not increase at the same rate. As a matter of fact, average airline earnings declined from 41 US cents per tonne-kilometre performed in 1960 to 34 cents in 1970, while the decline in fares and freight rates reduced the growth in revenues to only 13 per cent per year in comparison to an average annual traffic growth of 15 per cent during the decade 1960-70. In the 1970s, of course, the trend has been reversed and revenues have been increasing faster.

The total revenues of the World scheduled airlines have been increasing by about 15 per cent annually, rising from \$ 1,044 million in 1947 to \$ 35,000 million in 1975, but the annual rate of increase was not as high as that of traffic until the year 1968. Consequently, the average revenue per tonne-kilometre performed declined from 49.0 US cents to 32.4 cents in 1968, whereafter it



Ms S. Jagannathan, Director of Government of India Tourist Office in Bombay, who is seen being interviewed by Mr Frank Bird of Perth. Ms Jagannathan told Australian audiences that India had a lot to offer. Till recently tourists have not really been aware of India, she said, but the number of Australian visitors was steadily rising. Ms Jagannathan proved a big hit with all publicity media in Australia.

began to rise and in 1975 it touched the 47-cent mark.

* * *

CHAIRMAN, IATA TRAFFIC CONFERENCE Mr B.K. Mangaokar, Deputy Commercial Manager-Tariffs, has been elected Chairman of IATA Traffic Conference III for the next two years. Mr Mangaokar has been with Air-India for 21 years.

Mr B. K. Mangaokar



It may be recalled that Mr A. F. Dubash, former Director of Planning and International Relations, had been elected Chairman of TC-III in 1965 and held the post for one year.

* * *

Ms Aruna Samant, Planning Manager, has been elected Chairman

of the IATA Cost Committee for the next two years. Ms Samant, who holds a Master's degree in Economics from the University of Bombay and also M.Sc. (Econ) from the London School of Economics, has been with Air-India since 1969.

This is the first time that the chair of this important Committee will be occupied by a member of the fair sex.

The IATA Cost Committee keeps a constant watch on the cost structure of airline business by collecting and analysing data from member airlines and advises the Traffic Conference in order to arrive at a proper fare structure for international airlines.

Ms Aruna Samant

