

**AIR-INDIA**

# Magic Carpet

VOL.21 NO.2

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## AFRICAN WELCOME



### ACCRA

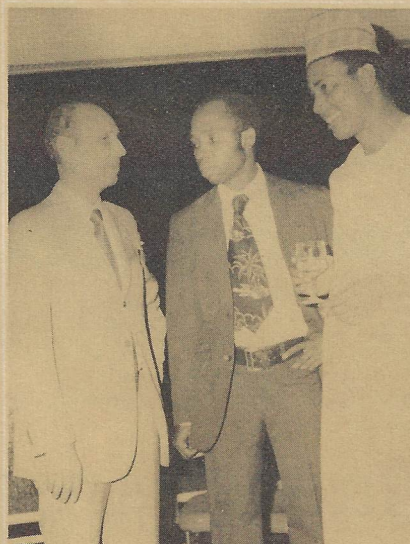
**Air-India's first flight to West Africa was received with tremendous fanfare and eclat. At Accra thousands gathered at the airport to welcome the new service**



Enthusiastic drummers (extreme left) greet 'Dhaulagiri' on arrival at Accra Airport...and young Ghanaian girls (right) go gay. Mr P. V. Desai, the Acting Indian High Commissioner to Ghana, introducing Mr N. H. Dastur, Dy Managing Director (C), to Gen I. K. Acheampong, Head of State and Chairman of the Supreme Military Council of Ghana (above)



Mr G. S. Ramchand, Manager-Designate, Lagos, and his wife, welcoming Mr Rellin, Second Secretary to the Indian High Commission, Lagos, and Mrs Rellin (above); Mr N. H. Dastur in conversation with Mr U. N. Reuben, DSM-Nigeria and Lt Anderson of the Nigerian Navy (right); Mrs Katy Dastur slicing a cake as guests applaud (extreme right)



### LAGOS

**At Lagos too the new Air-India service was warmly welcomed as the elite of the capital city got together to give an ovation to the Air-Indian delegation**



# Random Jottings

By Unbalanced Mind

"Darling", said the excited lady flying for the first time, "see how high we are! Those people down there look like ants." "We haven't taken off yet," said her husband, "we're still sitting on the ground, and those aren't people, they're ants."

And why, would the cynical reader query, must you start off your column with this silly story. The answer is that sustaining a column is not all that easy. Especially if you're not in the mood, or the wife is nagging more than usual, or for a hundred other reasons. Or maybe that I'm unbalanced.

So let me proceed to make an ass of myself. Like the lone passenger in a light aircraft high up in the sky, when his pilot started laughing hysterically. Most alarmed, the passenger asked the pilot what the matter was, only to receive the still more alarming reply: "I'm only wondering what they will say down there at the lunatic asylum when they find out that I've escaped."

Escapism is a thing that happens to all of us-----, sometimes from the office, sometimes from the wife, sometimes from the ubiquitous insurance agent. (And then there were the Smiths, husband and wife, who asked for a 100% disability on their accident insurance policy since they were both incapacitated by the loss of their thumbs. She, because she could no longer keep her husband under it and he, because he was a professional hitchhiker.)

But we all make asses of ourselves, sometime or another. Like when I was in Hong Kong many years ago and tried to bargain with the shopkeeper for a particularly attractive dressing-gown. "I wantum this gownee," I said, "how much it costee in Melican monee?" And the shopkeeper said: "It would aid me in transacting this sale if you spoke in English. The dressing-gown is seven dollars."

Talking of Hong Kong, an English duchess was entertaining a group of students from the Far East. (That was, of course, before the pound fell.) She handed a student a cup of tea. And he quickly opened his little book at the 'Etiquette' section and said to her: "Thank you, Sir or Madam, as the case may be."

And then there was the industrious American housewife who was cleaning out her balcony and fell over the railing head first right into the garbage-can. Two Chinese gentlemen were walking past. And one said to the other: "Amelicans velly wasteful. That woman good for ten years more."

But to come back to aviation, I recall reading a speech made by Wilbur Wright at a banquet in Paris in honour of the Wright Brothers' first demonstration of a successful airplane flight in France. "I am no public-speaker", he said, "and on this occasion I must content myself with a few words. I have heard the eminent speakers before me. I have heard comparisons made to the eagle, to the swallow, and to the hawk, as typifying skill and mastery of the air. But, listening to these clever men I cannot help thinking of another bird. It is the poorest flier and the best talker. I refer to the parrot."

Reverting to our lady-friend of the ants, at the end of a somewhat bumpy flight, she demanded to see the Commander. When he appeared, she said: Captain, I have to thank you for the two flights you gave me today. And when he appeared somewhat puzzled she said firmly: Yes, I had two flights today - my first and my last.

I shall end these jottings with a word of advice to all those young men at Nariman Point who are all a - dither with forthcoming promotions, postings or the lack thereof:

Don't worry if your job is small  
And your rewards are few.  
Remember that the mighty oak  
Was once a nut like you.



The Annual Tourist Trade Fair organised by the Tamilnadu Tourism Development Corporation has become a star attraction every January for the many tourists visiting Madras from abroad and visitors from other States coming in for the Pongal Festival. The Air-India stall was simple but elegant. The Hon Minister for Tourism Mr K. Raghuramiah visited our stall and evinced keen interest in our posters which were on display. Photograph shows the Minister and Mrs Raghuramiah in the centre. Second from left is Mr F. V. Mascarenhas, Manager-Southern India and behind him Mr Lingam and Miss Chettur.

## MADRAS MEDLEY

By Sumangali Chettur

THE winds of change are blowing hard at Madras: G. S. Krishnan, "Guru" to many admirers (he taught for some years at the Staff College) is, I hope, learning to scuba-dive in beautiful Seychelles besides working hard. Attention Mrs Krishnan! Seychelles is also known as the 'Isles of Love', so pack up those bags and join him post haste! Our man Nath will soon be introducing the elite of Seoul to the delights of dosai and iddli (with the able assistance of Mrs HVN who is a fine cook). The exodus is complete at the moment with "old Madras" hand Ramachandran heading for Calcutta as Accounts Manager (Remember to bring us Rasgoolas when you come on leave, Ram).

The year has started well for Madras with our elegant stall at the 'Feel India' Tourist Trade Fair set up in record time by Artist K. K. Save. With an excellent location, opposite one of the gaily decorated entrances and next to the eye catching TTDC 'Nandi', nobody can miss us.

We certainly have our admirers: at a recent Air-India function at Hotel Chola-our posters displayed in their main hall were stolen overnight!

The Booking office has had a nice face-lift recently and E.A.Menon keeps everything ticking with military precision.

All the "romantic souls" felt happy when Rama Roy at last got her transfer to Calcutta and joined her husband. A hearty welcome to Mohan Menon, the new addition to the Madras Sales force.

Those of us who were here when Major Srinivasan was Manager-Madras felt a sense of pride when he became the first RD-I. The movie "HATARI" was the rage then and we recall an "early-warning" Reservations Department signal whenever the Boss was sighted through the glass doors, the word all whispered were "HATARI"! "HATARI"! (Hatari is Swahili for Danger) Hey! folks at CHQ, whats your password?!



## Training Mauritians

TWO Air Mauritius technicians completed a 7-month training course with Air-India in Bombay last December.

They are Mr Jawaheer Lal Bagha, 30, and Mr Eckbal Gujadhur, 20, who received both theoretical and practical training at Air-India's Engineering Training Division on maintenance of Boeing 707 aircraft. They received their certificates from Mr N.S. Mistry, Deputy Director of Engineering. (Photo above) Mr P.G. Gadgil, Manager-Training is seen in the centre.

Air Mauritius at present has no aircraft of its own, except a small turbo-prop, but has arrangements with other international airlines, including Air-India, to provide air link with the island Republic.

Air Mauritius intends to take over first-line servicing of aircraft (which includes fuelling, watering and a systems checks) at Mauritius as a first step towards establishing its own engineering base when the airline acquires its own aircraft.

## Balancing the Budget

A training programme 'Balance Sheet for Personnel Executives' was organised by the Personnel Department at Santa Cruz, Bombay, recently for the officers of the Personnel Department.

A balance sheet represents the assets and liabilities of an organisation and reflects the financial position. To emphasise the importance of the balance sheet to an organisation, it was decided to organise a course for officers of the Personnel Department with a view to educate them in the field of finance and

thereby improving their effectiveness on the job.

Mr S.R.Gupte, Asst Financial Controller and Mr R. Khosla, Sr Accounts Officer, addressed the participants and explained to them the intricacies involved in the preparation of the balance sheet and also the various aspects relating to the Corporation's budget.

The training programme was inaugurated by Mr S.K.Nanda, Chief Personnel Manager and attended by 20 officers of the Personnel Department.



## YE OLDE LONDON

Trevor Turner bangs the gravel



## Candidate for Christie!

JOHN MARSH, Accounts Superintendent, London, discusses the Refund Order Register with Alan Hamer (left) and Alice Ali. This book has been in use in the Accounts Department, London, for twenty-five years. It has a total number of 5,764 entries and it is interesting to note that in the first year there were 176 refunds made and in the last financial year 572. A number of people in our Accounts Department, London, who have changed roles and sections over the years have been involved with the use of the book, including Derek Solomon who left us some time ago to join IATA. It is currently the

responsibility of Alice Ali. The book was started by our original Head of Accounts in London 'Le Mesurier' and in those days, Mr Dalal as Manager used to sign the book as an audit. Happily, the methods and procedures and the equipment available to our Accounts boys and girls today are not all of this vintage, as they have a lot of very up-to-date systems and machinery. However, John Marsh hastens to add that the Refund Order Register itself is not an antiquated system; in fact, if anything, it was probably ahead of its time.

## Behind every great Team...

JOAN STOKES from our Tours Department in Bond Street started to make the arrangements as far back as June for the MCC Touring Team's visit to India. She worked in conjunction with the travel agent who always handle their business, and the planning involved all the Indian Airlines bookings, hotel accommodation and other land arrangements. When the time came for their departure, Joan saw them off at London Airport and she is seen here with Tony Greig, the MCC Captain. There was great interest in their departure from London with many crowds of well wishers, although from all reports the welcome they received in India was far greater. Their four-month tour in India includes a visit to Sri Lanka, then the team fly to Australia to play a Centenary Match in Melbourne to celebrate one hundred years of test cricket between England and Australia. In addition to making

these plans, Joan Stokes has been busy arranging for two MCC Supporters Tours from the U.K. which will be leaving in January and it is quite possible that another tour might be arranged for the wives of the players to join their husbands.



### TUNING IN

Senior communications officers from a number of outstations came to London in November last year for a familiarisation visit, under the guidance of P.K.Gavankar, our Systems Controller in London. The idea of the visit was that they should get conversant with the working of the BABS Computerised system and during their stay in London they went to BODICEA to see the computer complex there and also to the SITA Centre at London Airport. Lectures were given by P.K.Gavankar and they spent a considerable amount of time in our Bond Street Office seeing the working of our space control, message editing and reservations sections.

## ONE DAY IN THE LIFE OF...

M. Chudasama writes (yawn!) wearily

CURIOSITY as a characteristic quality is not restricted to the feline specie, but an equally important trait among homo sapiens. Members of the Air-India menagerie are equally afflicted by it and in our occasional travels, one particular question is asked with regularity - what does an Air-Indian chief do in his Manhattan "wigwam"? The intensity of this particular question increases in direct proportion to the distance from our Park Avenue office. Recently, we had the opportunity to observe the RD, at close range for nearly the entire day, and it certainly slaked some of that curiosity.

It should be emphasised that this is the biography of that one day, and as an exhausted observer, we are certainly not planning a similar report soon.

November 9 was an unusually chilly day for that time of the year, presaging a cold, long winter. It was also a day when several big chiefs were in New York.

India's newly appointed Ambassador to the United States, H.E. Kewal Singh, made his first official inspection visit to Air-India late that morning, to the Park Avenue office and subsequently to the Fifth Avenue Ticket Office.

Half-a-block west of our Ticket Office, the RD hosted a lunch at the Twenty One Club, for the Ambassador and his senior colleagues from the Embassy in Washington, and the Consulate General in New York. Mr P. N. Sen, Principal of the Administrative Staff College in Hyderabad, and his two senior colleagues, who had visited Mr Mahta earlier in the morning, in connection with a tourism research project, joined us for lunch at The Twenty One Club.

Lunch was followed by a two-hour meeting of the Co-ordination Committee of official Indian organisations chaired by Mr Arjan Asrani, the Consul General, at New India House. The Ambassador briefly outlined his views of the general political, economic and cultural relations between India and the U.S., followed by a discussion of the activities and plans of the various organisations represented in New York. With the conclusion of the meeting on a hopeful note, the RD moved on to the St Regis Hotel to play the host again.

The cocktail reception was for Mr N. P. Sen to meet editors and writers in the travel field who had visited India and could give informative advice on the promotion of Indian

tourism. And advice, as one of the Travel fraternity put it, is the one free commodity that are only too happy to provide.

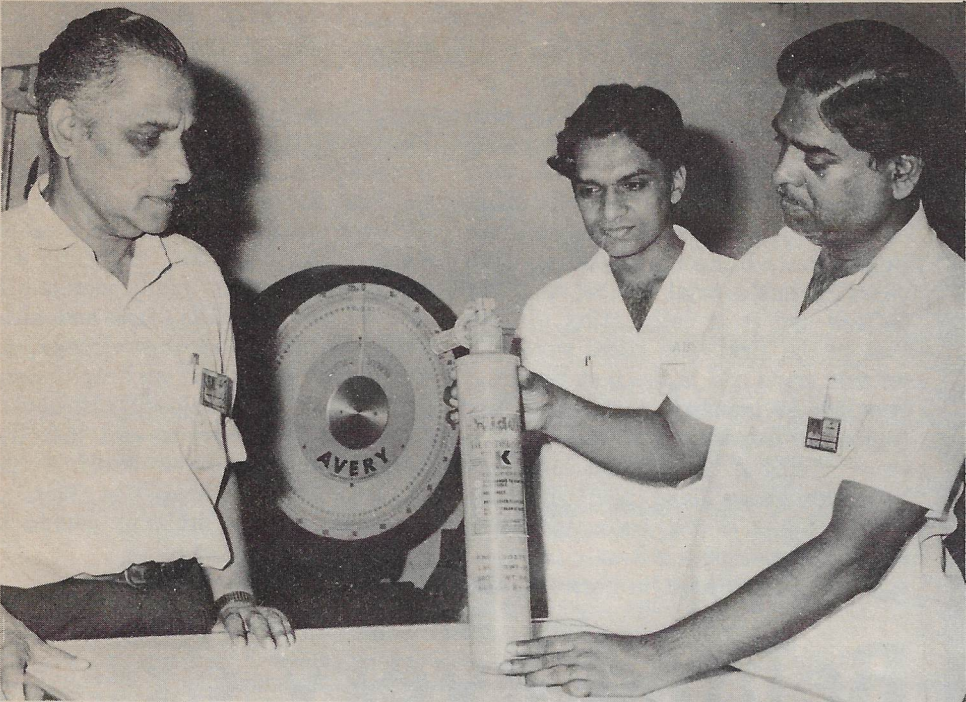
Mr and Mrs Mahta then moved on to host a small dinner for Mr Bhagwan Gidwani, the Civil Aviation chief (Director General of Civil Aviation), who was en route to India after attending an ICAO Conference, in Montreal. An energetic discussion on

wholly civil matters, and mostly about aviation, was occasionally interrupted by food, till brought to a close by subtly dimmed lights and yawning waiters.

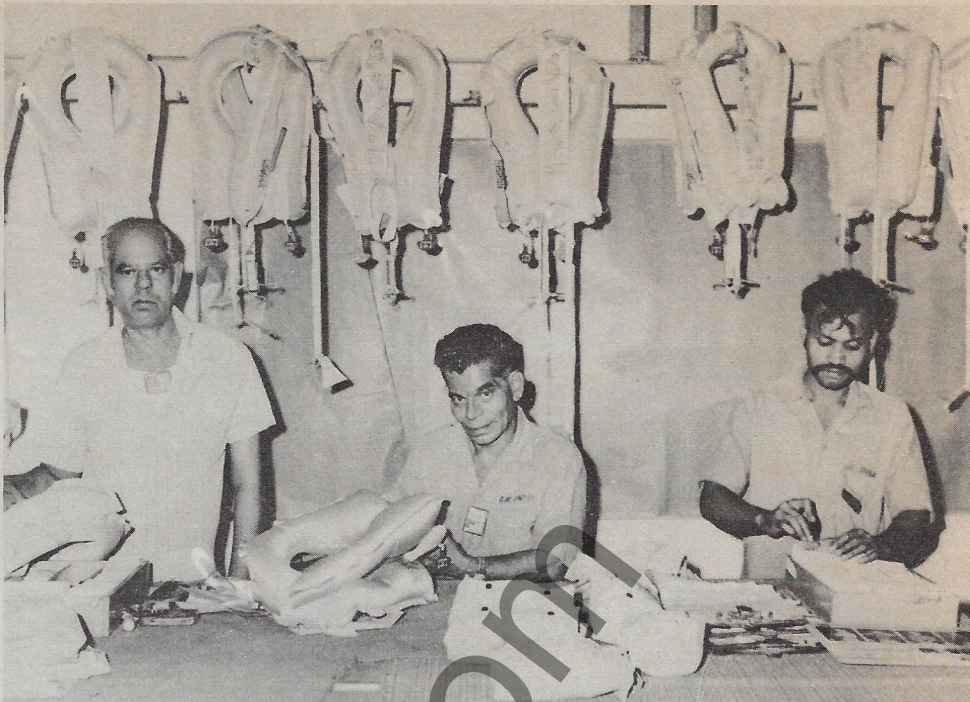
We should add that through the long day, the RD was also busy making arrangements for the departure from New York of our chief Chief - the Chairman, Mr J. R. D. Tata.



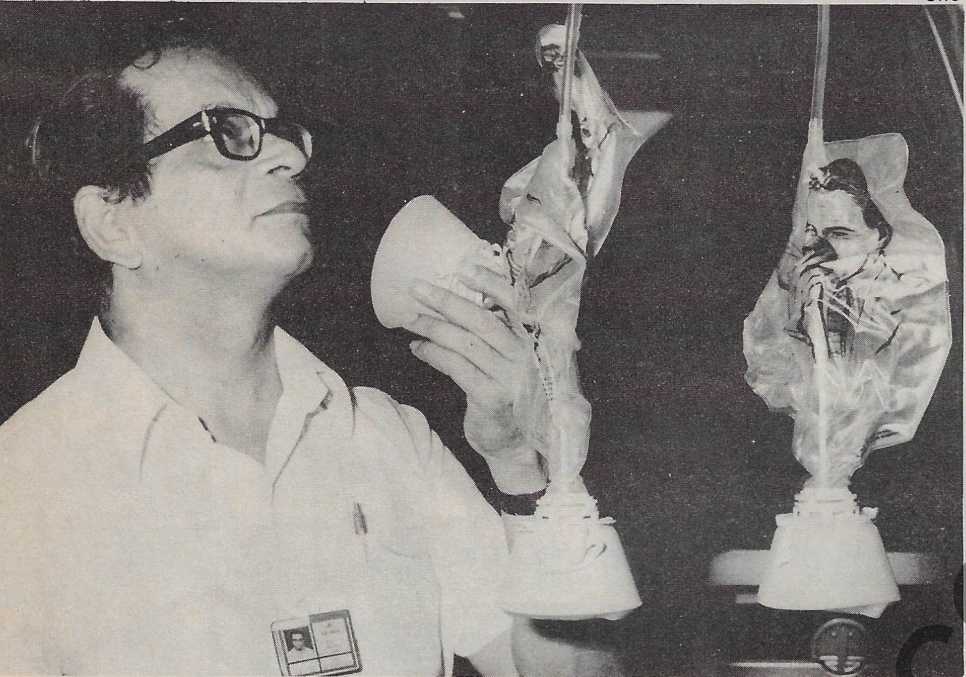




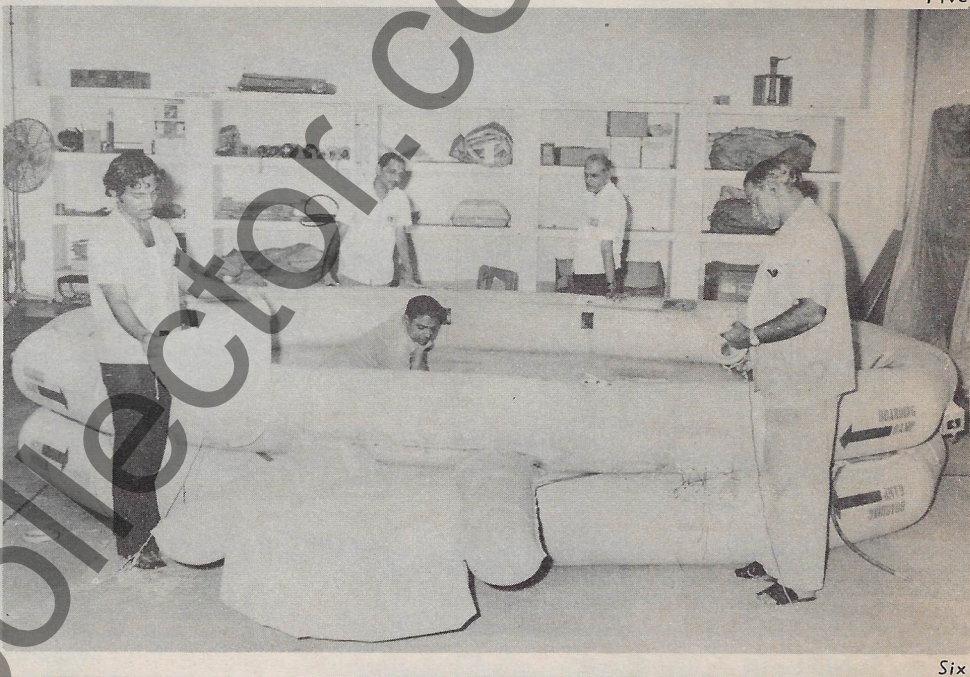
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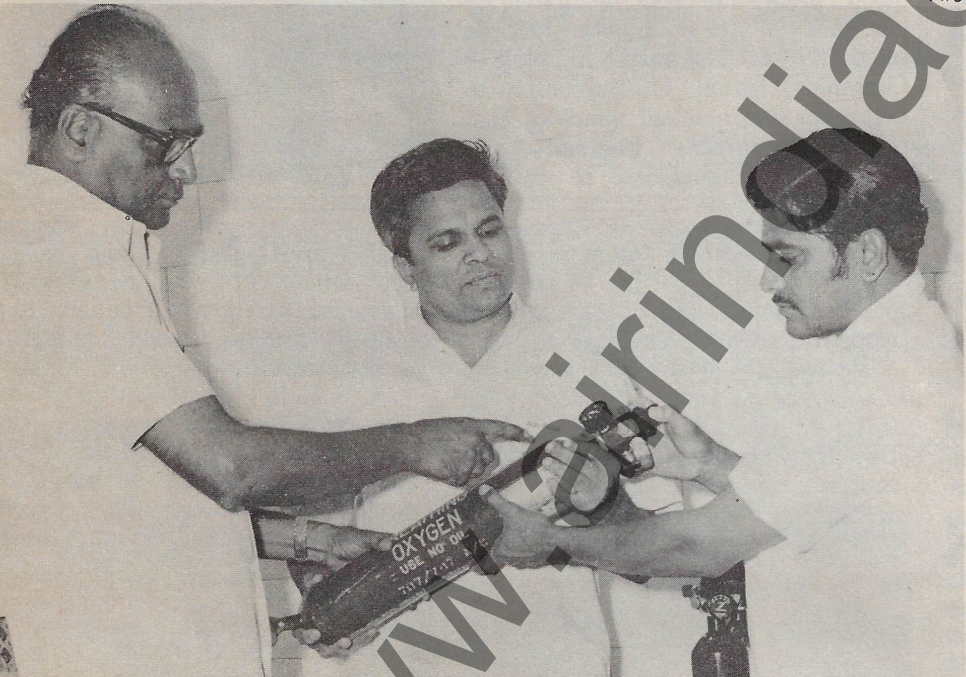
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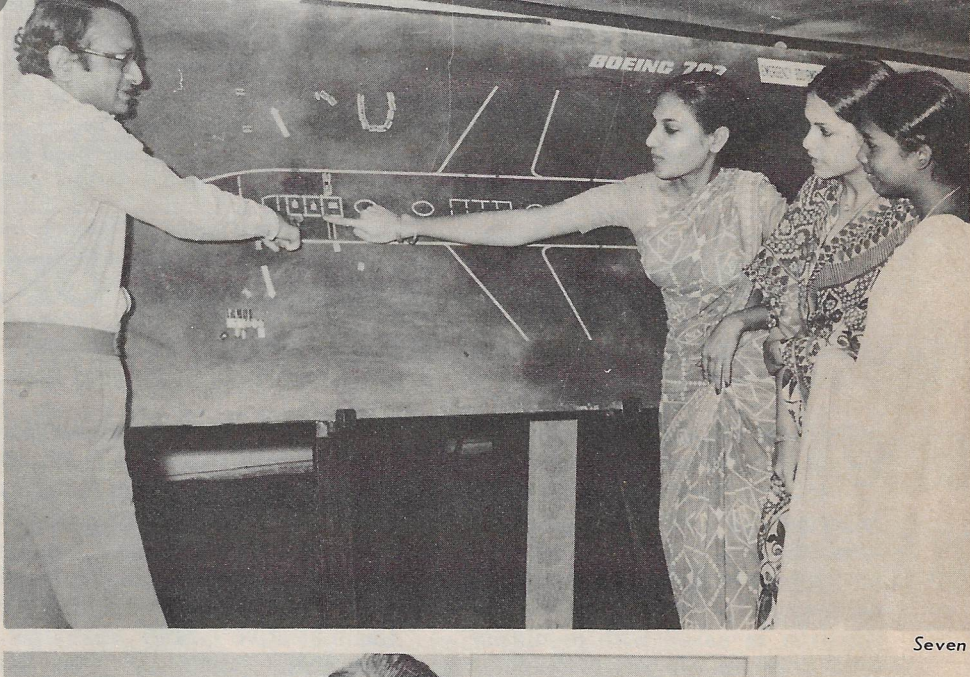
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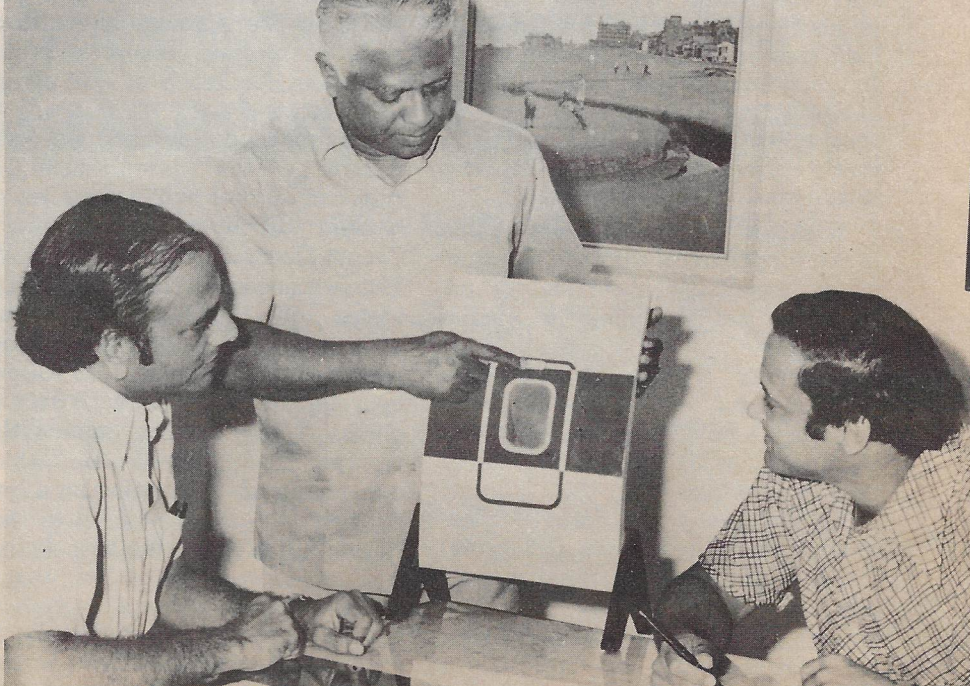
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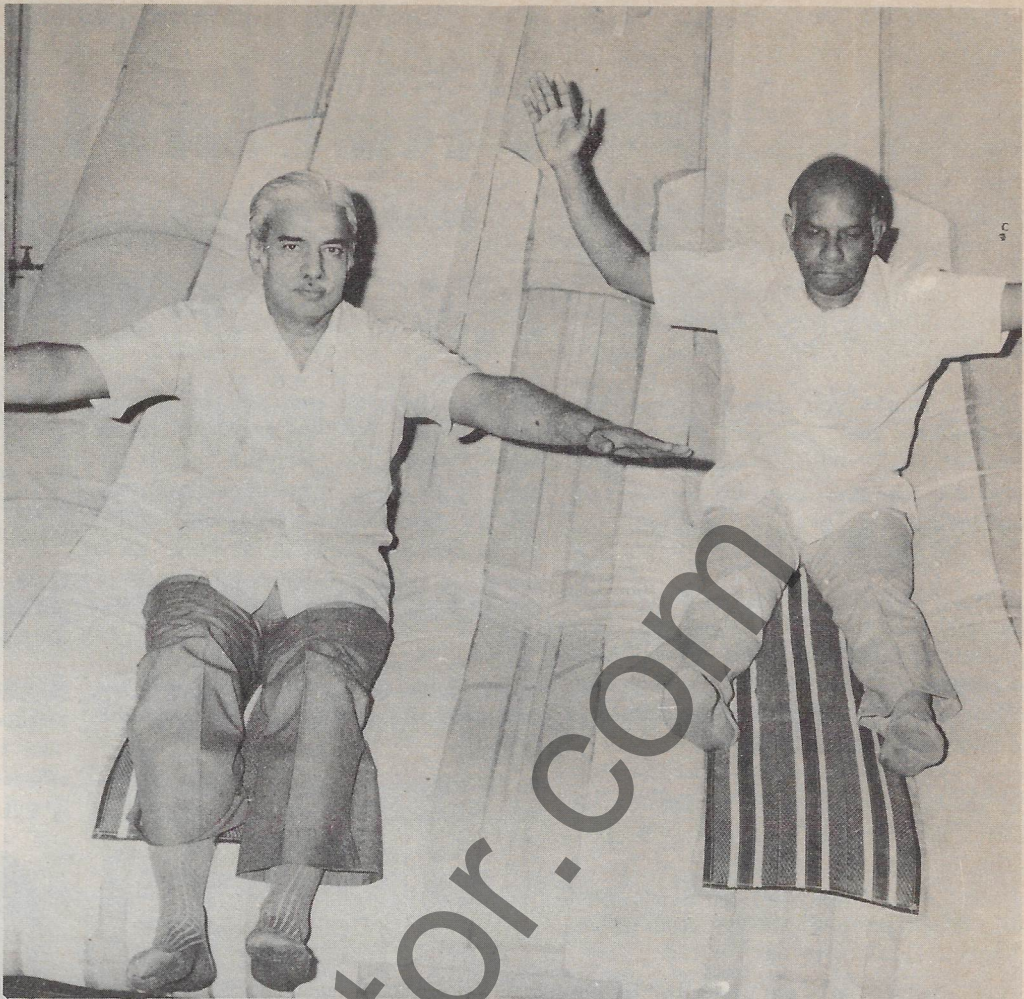
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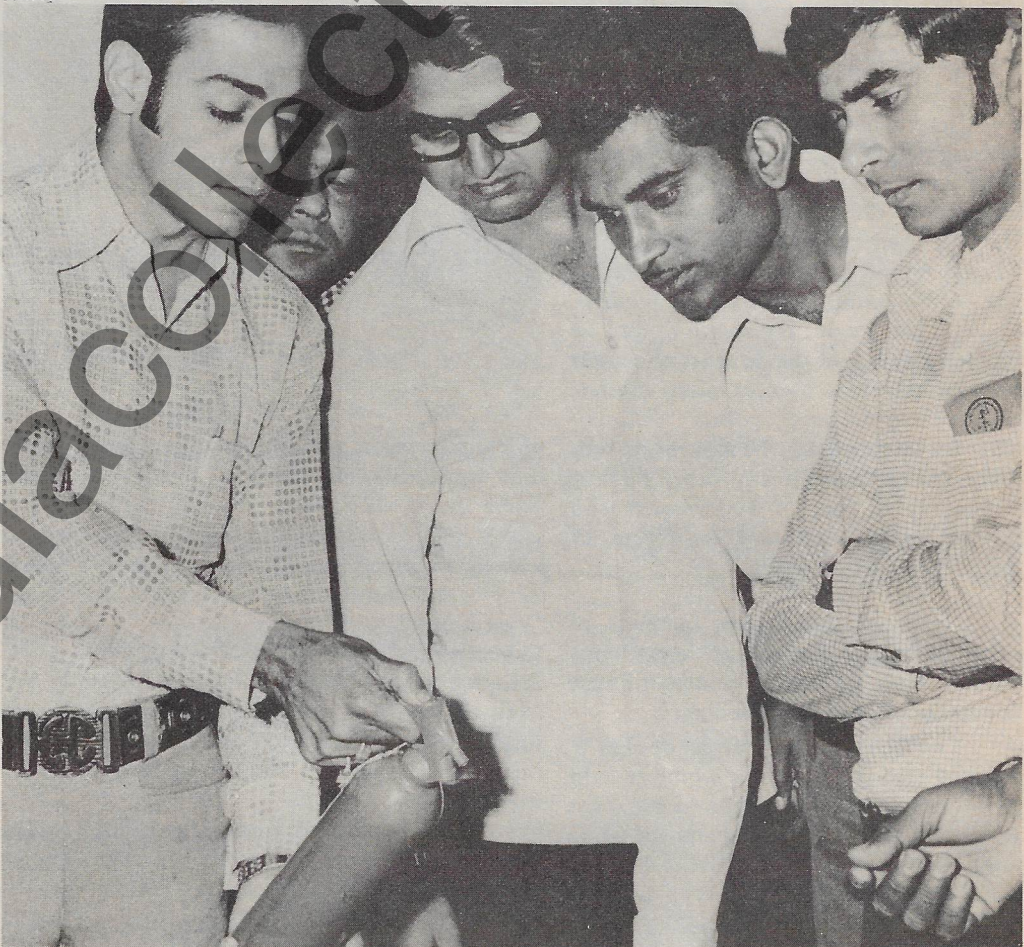
# JUST IN CASE

OVER the years, a great deal of effort, analysis and discussion have been devoted to every aspect of the manufacture, the operation and the economics of air transport. As a result, today commercial air services are now, relatively speaking, safe - and getting safer. To make air transport safer, the manufacturer endeavours to make the aircraft technically safe. Governments too are concerned that their national carriers and airports are safe and regulations are made to ensure safety. For an airline perhaps the best advertisement is the reputation of it being a SAFE airline. Air-India, considered one of the safest airlines of the world, gives tremendous emphasis and importance to self-regulated programmes of training its flying personnel to handle emergencies. An emergency could arise by a fire sparked off by a careless passenger or even an electrical short circuit. To ensure that all the equipment on board the aircraft is serviceable at all times, it is the men behind-the-scenes who work ceaselessly and carry out periodical checks on all equipment. Photo one shows G. V. Deshpande, M. K. Yadav and C. S. S. Rao checking on a Fire Extinguisher which is placed on board at strategic points. International regulations insist on a display of the use of the oxygen mask to all passengers after take-off. Air-India abides by it and in photo two R. N. Shitut of Cabin Maintenance is seen inspecting a fixed oxygen system. While the Air-India flying staff have delivered babies on board, our pursers and hostesses have tended to indisposed patients. When a passenger would need oxygen is never certain. Photo three shows C. A. Damodaran, D.R. Vaishampayan and S.R. Gule checking a portable oxygen bottle. In an emergency when an aircraft lands on water or on land, an escape slide is essential for passengers and crew to slide down in less than two minutes and land on the raft. In photo four S. K. Gorakshakar, K.T. Sabnis, M.H. Nargund, B. Masthan and J.S. Fernandes are seen packing an escape slide. At that rare moment, when an aircraft lands on water, every passenger is given a rubberised nylon life-vest and picture five shows J. Gonsalves, S.K. Mhatre and S.S. Sakpal working on them. The life raft is an inflatable nylon boat which can take in 25 passengers at a time. B. Masthan, J.K. Lilaonwalla, K.T. Sabnis, J.S. Fernandes and M.H. Nargund are seen inspecting an inflated raft in photo six. It is imperative for the flying crew to know where the safety equipment is located and in photo seven A. Varadarajan tests out trainee hostesses on the location of life rafts on board a Boeing 707. Air-India has two fully-equipped mock-ups to train Pilots, Navigators, Flight Engineers, Pursers and Air Hostesses in the use of Survival Equipment on the 707 and 747 aircraft. It is Grp Capt J. S. Jeyasingh, Asst Superintendent-Flight Safety, who is in charge of the Flight Safety mock-ups. He gives both theoretical and practical training and is seen in photo eight describing an emergency exit to Flight Navigator C.N. Badhe and Capt A. Chatterjee. It may appear fun to come down the escape slide, but then there is a method even to slide down and in photo nine Capt R. Bhatia and Capt D. Dasan demonstrate how to do it. It is very well to place Fire Extinguishers on board, but it is more important that those who use it know how to do so. In the Flight Safety mock-up, the Flight Pursers are trained to hold and operate different kinds of Fire Extinguishers (photo ten). Same is the case with the oxygen cylinders; one must learn its correct usage (eleven) or else the purpose remains unserved. While most passengers can look after themselves in the event of an emergency, it is the babies that need special care and attention and in photo twelve S.K. Gorakshakar unravels the mysteries of the Baby Survival Cot, a small inflatable boat, to a group of trainee hostesses.

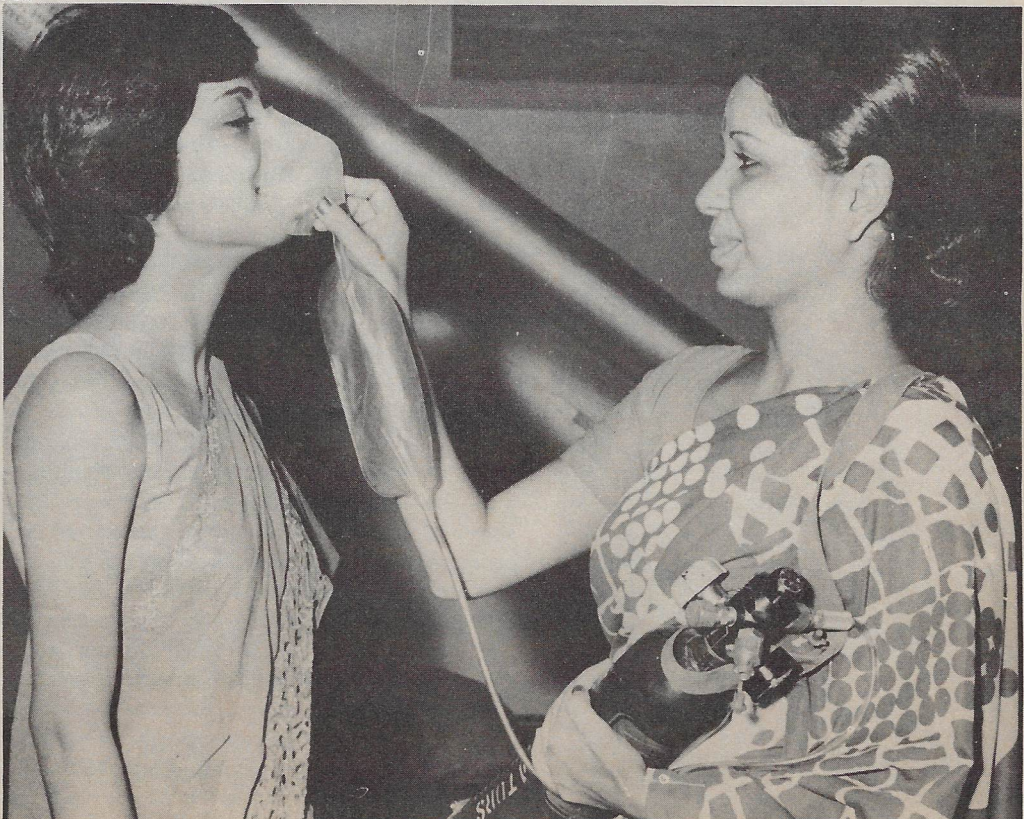
Naosherwan Nalavala



Nine



Ten



Eleven



Twelve





# PREVENTING PREGNANCY

**Dr Jeroo Bhadha advises Air-Indians on Family Planning Techniques**

**Q. 1. Would you please explain the commonly used practices for prevention of birth? What would you suggest would be the most practical for wives of Air-India staff?**

A. a) The commonly used practices for prevention of birth are the Rhythm Method (safe period), Condoms, Diaphragms, Chemical Barriers (Jellies, Creams, Suppositories, Douches, Pills and IUDs and once the family is complete - sterilization.

b) To couples in Air-India absolutely determined to avoid pregnancy the pill is regarded as today's best single method (except for sterilization). For those who wish to avoid the pill the use of the IUD (Intra Uterine Device) is advisable.

**Q. 2. Many women are under the impression that pregnancy can be prevented by using a douche. How effective is this method?**

A. It is true that a douche, used soon after intercourse, has some value in preventing pregnancy. The water does wash away some of the semen and reduces the chances of the sperm entering the egg. But the sperm deposited at the opening of the womb or round about, reaches the womb within a matter of minutes. Once in the womb, the sperm cannot be washed away; thus the douche, no matter how quickly it is used, is often too late to serve any purpose.

The effectiveness of the douche is very low - lower than for any other method commonly in use. Of 100 women who rely on the douche alone for a year, 35 are likely to get pregnant.

**Q. 3. One of the newest methods of birth control is the use of intrauterine devices. Most women are reluctant to use it because of excessive bleeding.**

A. The IUD (intra uterine device) is inserted into the uterus or womb to help prevent conception. The device comes in several shapes and sizes and are made of different kinds of material. The most commonly used material is plastic or polyethylene.

Immediately after insertion of one of these devices into the womb, there are usually some side-effects - a certain amount of bleeding, sometimes accompanied by backache or by pains similar to menstrual cramps. Ordinarily, these disappear quickly. Generally, four out of five women can use the IUD satisfactorily.

**Q. 4. Could you please point out the difference between sterilisation and tubectomy?**

A. Sterilisation - or surgery which prevents conception - is a permanent method



of contraception and is a one-time process. It is 100% effective.

There is no difference between sterilisation and tubectomy. Sterilisation performed on a woman is known as "Tubectomy" and on a man is known as "Vasectomy".

Tubectomy consists of cutting the two fallopian tubes through which eggs pass from the ovaries to the womb, and closing off the cut ends of the tubes. After this, the egg can no longer reach the womb.

Vasectomy consists of cutting and tying the passages (Vas Deferens) through which sperm travel from the testicles to the genital passages.

**Q. 5. Can the operation be reversed?**

A. Yes, the operation can be reversed. The second operation, designed to undo the first is called Re-anastomoses of the tubes or Vas Deferens.

**Q. 6. Most modern women take to the pill and find it a very convenient method of family planning. What is your advice?**

A. The 'Pill' is indeed a very convenient method of family planning. For individual couples who are seeking the most efficient and fault-free method the pill is currently the best possible answer.

conflicting. Meanwhile, as a precaution it is considered wise not to give the pill to any woman who is found to have cancer of the breast. There is also insufficient evidence to show whether or not cancer of the cervix can be caused by oral contraceptives.

**Q. 8. If you advise the use of intrauterine devices, commonly known as the 'loop', would you please explain its specific working?**

A. There are many theories about the working of an intrauterine device. One of them is that the "loop" sets up muscular movements which force the egg into the womb before it is ready to be implanted there. Or, the contractions of the womb with a "loop" in place, dislodge the implanted egg and prevent it from developing further. Or, the devices change the internal milieu (environment) of the womb in such a way that the egg is not accepted for implantation by the womb. Thus, even if fertilisation has occurred, the egg cannot develop in the womb.

**Q. 9. How effective is the rhythm method?**

A. The rhythm method is by no means 100% effective. The estimate is that out of every 100 women who have used the rhythm system for a full year, 25 will become pregnant anyway. This figure is quite high and indicates that the method has some built-in inaccuracies.

**Q. 10. In several parts of the world chemicals are used to kill the sperm. Do you think that such chemicals are injurious to the health?**

A. Various chemical preparations are sold as contraceptives in the market. These kill or immobilise sperm on contact. Some are available as jellies and creams, others as tablets or suppositories. Their action is essentially local and they are not injurious to the health of the individual, unless the woman or man is allergic to that chemical.



## EXPERTS SAY 'STOP'

**A**IR-INDIA held a series of talks by eminent experts of Family Planning both at the Air-India Building, Nariman Point, and at its base at Santa Cruz. Dr Rustom Soonawalla (left), the eminent paediatrician and gynaecologist, while addressing Air-Indians, traced the history of Family Planning to 1790 when the distinguished economist, Malthus, first said that the world's population would increase to outstrip the food growth and therefore it was necessary to limit the population. He said, "The real impetus to Family Planning programmes in India was in the post-independence era. The first clinic was opened in 1952 and the Government launched a series of programmes of limiting the population from 1955. It is extremely important for India to take this programme seriously as the net addition to India's population every year is in the range of 12 million people." Dr Soonawalla said that there were two aspects of Family Planning; one was the spacing of children and the other was the total stoppage. Earlier, while introducing the guest speaker, Mr K.G.Appusamy, Deputy Managing Director, said that in Air-India we have 2,000 staff in Bombay who are in the reproductive range and we have set for ourselves a target of 500 sterilisations a year, which means that it will take the next three or four years to cover the 2,000 staff. At Santa Cruz, Dr Purandare (right), another eminent expert in the Family Planning field, spoke to over 350 officers on the importance of limiting the family. He discussed the entire range of methods used for family planning, including contraceptives, both oral and mechanical. The series of talks and slide shows were organised by Dr Vijai Kumar, Chief Medical Officer, who has been constantly advocating Air-India staff, both male and female, to undertake vasectomy and tubectomy respectively, perhaps the safest method for Family Planning.







Mangaonkar

# SPORTING SAMS



Narpat Singh

**C**ARGO (Western India) Invitation XI, fought with their backs to the wall when they played an exciting cricket match against the Sports Journalists Association, Bombay, at the Wankhede Stadium.

Francis da Gama tossed the coin in the air, the rival captain G. K.



Four heads are better than one, as rival Captains search for the coin.

Menon of the 'Times of India' called 'tail' and lost. Looking on avidly were the umpires, Inder Sethi and Prabhu Desai.

da Gama, in typical Air-India style, made a fine sporting gesture

Phatarphekar (34) of Loksatta and C.P. Sant (48) of Sportsweek gave a brilliant start - 55 runs. Their stalwarts Waingankar (Sports week) and Milind Wagle (Television Centre) were out quick but skipper Menon (24) and Sunder Rajan (25 n.o.) both of the Times of India batted exceedingly well. E. J. Fernandes and A.T.P. Sarathy, both from Indian Express, acted friends by scoring ducks. A.M.Tilwe (Navshakti) scored 11 n.o., S.D.Kotnis (Sportsweek), S.K.Agashe (Sama-char) and S.K. Sham (Free Press) did not bat. They scored 187 for 7 wickets in 40 overs.

Cargo's successful bowlers were Nitin Shirodkar - 3 for 45, Masurekar 1 for 26, Shaikh 1 for 31 with Chhatrapalsinh heading the average with 1 for 14.

Cargo started disastrously, 5 down for 15 which included the scalps of both our Cargo agents R Prabhu and Shyam Kotak the latter having risked playing with his marriage just three days away. Narpat Singh, the veteran cricketer, was also unlucky. It was left to Mangaonkar (10) and Chhatrapalsinh (17) to stop AI from sinking in the quicksand. Some brilliant batting by Shirodkar (92 n.o.) who hit 4 towering sixes helped to come nearer the target. Prithviraj, Narpat Singh's son fielded beautifully for us and acted runner for big man Bhagwat who got 18. Cargo fini-



Test cricketer Sunil Gavaskar (second from left) with Mr Inder Sethi, Chhatrapalsinh and the umpire.

and asked the guests to bat first. shed with 171 for 9, Shirodkar and Narpat Singh and Mangaonkar toiled hard but no wickets fell until da Gama remaining not out. The successful bowlers of S.J. Air-India's professional bowler A.B. were Milind Wagle 4 for 35, Nitin Shirodkar went into action Phatarphekar 2 for 19, Waingankar and captured 3 for 45. 2 for 42, and A.M. Tilve 1 for 36.

## THE TEAMS



# TALKING SHOP

With K. S. Mhatre

## Jumbo Queue

If all three hundred Boeing 747s so far produced were placed nose to tail, they would form a line 21 kilometres long. In the last six years, since the first one went into service, 747s have flown more than 2,000 miles, clocked four million revenue hours and have carried something like 130 million passengers.

\* \* \*

## Traffic Looks Up

The world's airlines carried 580 million passengers last year, nearly 10 per cent more than in 1975. The International Civil Aviation Organisation's year-end review reveals that cargo traffic increased by 13 per cent in 1976, while the airmail was up by two per cent. The passenger traffic increase covering both international and domestic traffic on the scheduled airlines of the 135-member countries of ICAO, including the Soviet Union, was the biggest in several years.

Indications are that the Third World generally registered a higher rate of growth than Europe and North America. The 1976 results also show that the airline industry in general has weathered the recession better than expected.

\* \* \*

## Gloomy Prospect?

While the ICAO analysis brought seasonal cheer, the Director General of IATA warned the industry in his year-end message that the prospects for 1977 were 'far from encouraging'. The general economic expansion has already slackened according to Mr Knut Hammarskjold and there is concern about the pronounced downturn in last 1977. He hoped that the overall 1977 traffic increase will be of the order of nine per cent.

On international scheduled operations, IATA members are expected to show an operating result of US \$ 450 million, "just enough to cover interest charges on present

longterm debt. This means no contribution towards self-financing for the future or for any return on equity".

The international airlines will require close to \$ 50 billion for the new aircraft in the next 10 years, said Mr Hammarskjold, and dramatic improvements in earnings are essential.

\* \* \*

## SST in Trouble

While the Anglo-French Concorde is limping along, with its commercial future still in doubt, its Soviet counterpart, the TU-144 appears to be facing difficulties too, but of a different nature. The aircraft was to have been introduced into passenger service by the end of December 1976. It has not been done. It will be recalled that the TU-144 began mail and cargo flight between Moscow and the Central Asian city Alma Ata in December 1975, four weeks before the Anglo-French Concorde was introduced into commercial service. The Concorde has so far carried 50,000 passengers.

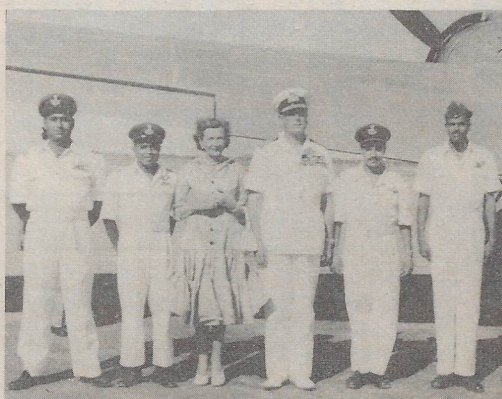
\* \* \*

## Laker Flights On

One of the most colourful battles in the air transport history over his Sky Train service across the Atlantic has been waged by Mr Freddie Laker, head of Laker Airways in Britain. Mr Laker wanted to start a cheap no reservation, walk-on, walk-off service to the United States with DC-10s. The British Government banned the service. Mr Laker then took legal action and the court struck down the order. Now Mr Laker says that he is not going to wait while the Government makes up its mind what to do next. If the US Government okays the service, he wants to start this novel service in 30 days. Price £59 one way.

\* \* \*

# QUIZ QUIZ



1. Can you recognise the lady in the centre and the gentleman to her left?
2. The tall gentleman in the centre was closely associated with independent India. How?
3. What type of aircraft is in the background?
4. Can you identify the individuals in the group who are with Air-India?
5. In what year was the picture taken?

## ANSWERS TO JANUARY QUIZ

1. (L to R) Kachadourian, Flight Engineer, Vanden Driesen, Navigator, Capt A. C. Gazdar, Commander, Capt H. B. Mistry, Co-Pilot, M. M. D'Souza, Radio Officer.
2. Mrs Vijayalaxmi Pandit was flown to Moscow.
3. Mr S.K. Kooka (third from right), presently Chairman of Air-India Charters Limited, is the creator of the internationally known Air-India mascot, the Maharajah.





# CHAIRBORNE

Naosherwan Nalavala

## CREATIVITY AWARD



### Creative Award

This is to Certify that the Advertiser detailed below was adjudged to have achieved a Standard of Excellence in Creativity.

Category **Complete Campaigns**  
Highly Commended

Advertiser **Centaur Hotel**

Agency **Shilpi Advertising Bombay**  
on behalf of the Committee of Adjudication

Signed *[Signature]*

TENTH ASIAN ADVERTISING CONGRESS  
SYDNEY, AUSTRALIA, NOVEMBER 1-4, 1976

At the Tenth Asian Advertising Congress held in Sydney, Australia, late last year, Centaur Hotel won an award in the 'Complete Campaigns' category for having "achieved a Standard of Excellence in Creativity". A number of international organisations sent in their entries and Centaur Hotel scored over colour campaign presentations made by organisations like Sony, Datsun, Toyota and others. The Hotel campaign was launched by Shilpi Advertising, Bombay, under the baton of Art Director Sunil Sen.

## TIE-UP

Air-India and the Hooke Club of Japan are to collaborate in setting up special facilities at selected places in India for the benefit of Japanese tourists. The Club is a cultural and semi-religious organisation interested in tourism. Its main concern is to sponsor visits by Buddhist priests to Buddhist pilgrimage centres in India. Japan has an estimated 1.25 lakh priests and it is reckoned that nearly five-lakh tourists can be induced to visit India on the assumption that each priest is accompanied by three or four persons. The Hooke Club is also interested in promoting golf, mountaineering and skiing tours to India.

## PIN-STRIPE MEN



In December last year, Air-India and Brenard Press Limited celebrated a 20-year association which was presumed as one of the longest and most successful working relationships at Heathrow Airport, London. For the past 20 years all major developments in the airline have been promoted in London by the Brenard Press. A special issue of SKYPORT, published by the Press, carries a number of pictures narrating the achievements of Air-India, including photographs of famous faces that fly the airline. A photograph reminiscent of old ties on page one of the magazine (reproduced here) has a caption "Mike Richardson, Managing Director of

Brenard Press Limited (left), and Trevor Turner, Publicity Manager, Air-India (London), obviously think along the same lines. One reason, no doubt, why the working relationship has lasted so long and successfully. They are shown here at a press function at LHR. (Sartorial note: one wore a blue chalk stripe the other a grey)."

## KUDOS

The MAGIC CARPET received a pat on the back when the Seychellois newspaper 'Nation' carried a special feature highlighting the reactions of the Indian press to Seychelles and its bounties. In the feature, the paper quotes Mr Eric Tarapore, the Manager, "This Air-India service brings Seychelles into close proximity with the Gulf countries, Africa and even the Far East, for it offers to passengers convenient connections. Hailed by both businessmen and holidaymakers, the service hopes to generate considerable traffic from Bombay to Mahe." The feature also contains large extracts from articles which appeared in the Onlooker magazine and The Illustrated Weekly of India.

## SILENT CLOWN



The other day Charles Senack walked into the Public Relations Office just to tell us how happy he was to fly Air-India. Charles is a silent clown who has given innumerable public performances and can do a variety of acts, including pantomime, magic, juggling, dancing, acrobatics with total audience involvement. In fact, whatever the show, the emphasis is on clowning around. And this is exactly what he did on board our aircraft and our girls were tickled pink. He is visiting India on pilgrimage to pay homage to Avatar Meher Baba at Ahmednagar, and says, "Through my silent acting, I am able to convey much more than through words. Meher Baba gave his message to the world in silence for 44 years. I am beginning to appreciate how important it is to talk less and express oneself through silence." A happy man, Charles spills happiness all around.

## AFTERWORD

Our Delhi correspondent, S. P. Dutt, sends us a rejoinder to his story on the "Medical Clinic" which appeared in the January issue. He tells us that while Dr B. K. Palit, Deputy Chief Medical Officer, looked after the setting up of the Clinic, it was Dr Satish Puri, Deputy Chief Medical Officer, and Mr K. V. N. Kurade, Medical Administrative Officer, who were in charge of recruitment of the para-medical staff. The Delhi Clinic was set up under the overall supervision of Dr Vijai Kumar, Chief Medical Officer. Mr Dutt adds, "All the Delhi staff are grateful to Dr Kumar for having taken the initiative in setting up the Clinic and providing it with several facilities."



## MEN AT PLAY



The Air-India Football team were winners in the recently concluded Eighth Joint AI-IA Football tournament held at Bombay. The most notable performances came from the Vice Captain of the Air-India team, Dilip Bhatkar and Joseph Jadresin from our Paris Office. Jadresin excelled in dexterous ball control and it was interesting to watch his excellent footwork. The tournament was inaugurated by Mr P.V. Gole, Director, Personnel and Industrial Relations and the prizes were distributed by Brig M.P. Joseph, Controller, Civil Works & Properties Department. Photographs show Mr Gole being introduced to the AI team; Vice Captain Dilip Bhatkar seen in action while Mayekar eyes the ball anxiously; Dereck Rodrigues scooping the ball; and finally Dereck also receiving the trophy from Brig Joseph. At Calcutta the Air-India Volley ball team played a series of matches against Indian Airlines, Calcutta, Madras, Bombay and Delhi. The team won three matches out of four. The victorious Air-India team photographed with Mr Vijay Manjrekar, Officer-in-charge, Sports (3rd from right), and the team captain V.M. Thakur (4th from right)