

AIR-INDIA

Magic Carpet

VOL.21 NO.4

APRIL 1977



TEN PERFECT WOMEN

TAKE the lightness of the
leaf and the glance of the
fawn,

The gaiety of the sun's rays and
the tears of the mist,

The inconstancy of the wind
and the timidity of the
hare,

The vanity of the peacock, and
the softness of the down
in the throat of the swallow,

Then add the hardness of the
diamond and the sweet
flavour of honey,

The cruelty of the tiger, the
warmth of fire,

The chill of snow, the chattering
of the monkey, and

The soft billing and cooing of
the turtle-dove,

Melt down all these ingredients
And mix them well.

The result is

THE PERFECT WOMAN.

(See Story On Page Two)



RANDOM JOTTINGS

By Romantic Mind

A herd of elephants. A flock of sheep. A pride of lions. A fleet of ships. A gaggle of geese, a cackle of women, and so on. To which list this writer would add a new one – an armful of hostesses. For it was his and Ram Ramchander's dubious privilege of having on their hands, figuratively speaking, no less than 10 hostesses on the first of March (no offence meant, ladies, but *really* you were a bit too much!).

This was the month of the Grand Hostess Exchange Programme between Air-India and United Airlines. The ancient Romans called it the Ides of March, but I would prefer to term it the Brides of March, for from all accounts, both the Air-India and the United girls have received so many proposals of marriage from the passengers they charmed that, I understand, a sifting out is taking place. This process is being carried out by their friend, philosopher, guide and mentor, Jeroo Dastur of Air-India, for the United Airlines hostesses, and Sarah Kopay of United for our own. In my enthusiasm, I also sent in my proposal, but my wife (whom I call Battleaxe) used a rolling-pin to such telling effect that my rapidly-balding cranium now looks like a series of sand hills on a wind-swept beach.

Frivolity apart, though, the programme between United and Air-India has undoubtedly been a thundering success. Basically consisting of an exchange of five hostesses from each of the two airlines, it was a unique experiment in building up goodwill between the two countries and promoting the two airlines.

March 1, 1977. We ascend to the 47th floor of the PanAm Building in downtown New York and take off in a 30-seater American Airlines Sikorsky helicopter. The aircraft banks sharply to the right and below you is the finest skyline in the world with the Empire State Building and the new World Trade Centre way down below, the deep grand canyons of the streets of New York forming symmetrical patterns of squares. Soon we are over the East River and then touch down briefly at La Guardia. Ten minutes later we land at J. F. Kennedy Airport. The Air-India girls are excited but nervous as they talk to Press, radio and TV. But they are reassured by their five American counterparts. The first to take off is Cheryl O'Connor. Anita Sethi then follows, her Rajasthani costume attracting a great deal of attention as she *namastes* Hawaii-bound passengers at the entrance of a United 747. Mahrukh Chikliwala, Jyoti Aney and Roshan Ollia take off on subsequent flights. During their three-week stay they will fly to Los Angeles, San Francisco, Seattle, Chicago, Denver, Portland and Salt Lake City, and will also be given an opportunity to have a fling at Las Vegas. Each hostess carries with her promotional literature on India to emphasise the attractions of our country as a tourist destination. By the same token, the UAL girls carry literature which informs passengers what a fine airline they have.

The United Airlines is today possibly the biggest in the western world. It has 365 aircraft which operate entirely domestically within the United States to 113 cities. The airline's cost on fuel alone is \$1,000 a minute, 24 hours a day, 365 days in the year. Its history goes back to 1932 when it ordered a fleet of 59 new Boeing -247 aircraft. United has just under 51,000 employees with a total of 7,500 flight attendants.

Let's have a look at the girls themselves. In the top panel at right is Chicago-born and based Jo Anne McErlean who started off life as a cashier with a stock exchange, but still has sociology and flying as her first loves. With her is Anita Sethi who, though she has filmdom in her blood, has done a fair amount of modelling.

Below them are Mahrukh Chikliwala from Ahmedabad, who is spiritually and mystically inclined but makes up for it by dancing off the blues to jazz music whenever she gets a chance; also Sandy Schafer, who was born in Syracuse, New York, and is based at Miami. A dedicated ice-skater, Sandy majored in Psychology and is also interested in amateur dramatics.

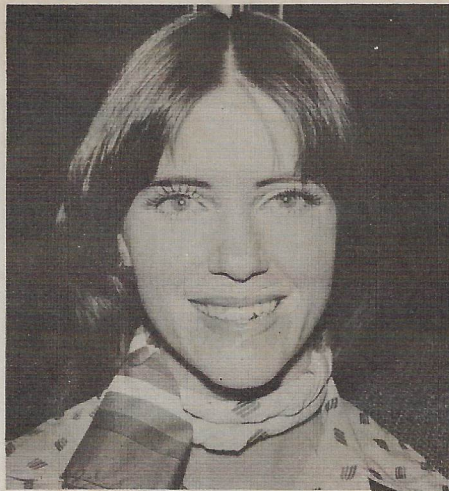
The third panel has Eva Perdaris of Arkansas City who operates from Denver. A born raconteur, Eva's favourite story is of the 747 which had to make an emergency landing on water; the captain ordered the passengers to be reseated with all swimmers on the starboard side and non-swimmers on the port side. Just before hitting the water he announced: As soon as we touch down, those on the right hand side swim like hell for shore; as for those on the left hand side, I thank you for flying with us. Alongside Eva is Jyoti Aney of Jabalpur who, before she joined Air-India, was interested in social work among poor children of small villages. Then we have Mary Ann Wold of Kent, Washington, who is based in Seattle. She is proud of the fact that her family is closely involved with the airline industry, her father being a Crew chief for the Boeings, her brother an Air Force Captain and her sister in the Air Force Reserve. Keenly interested in ballet, she has made many public appearances. Cheryl O'Connor, the baby of the entire team of 10, who loves Americans because they are spontaneous, has done some modelling and is fond of cooking Indian dishes.

In the last panel we have red-haired Beckie Binkley of Dayton, Ohio, who is based at JFK, is a dedicated vegetarian, loves pottering around junk shops and, as an artist, held a one-woman exhibition a few years ago. Alongside her is Roshan Ollia, who graduated from Marshall University, West Virginia, and has a variety of interests – commercial art, research in politics, social studies, classical western music and ballet.

As Mr J.R.D. Tata, Chairman, said in a scroll he presented to each United girl a few days ago: "You have brought sunshine to our airline and to our skies during your brief sojourn with us. On behalf of our Maharajah I thank you for your companionship – and your great airline for sending us such a lovely ambassador. I hope you have enjoyed your stay with us and may our paths cross again. Jai UNITED, Jai AIR-INDIA."

And so say all of us!

Gallery of Ten



Jo Anne McErlean



Anita Sethi



Sandy Schafer



Mahrukh Chikliwala



Eva Perdaris



Jyoti Aney



Mary Ann Wold



Cheryl O'Connor



Beckie Binkley



Roshan Ollia



Agreement for the Seventh Jumbo Signed

Air-India signed a purchase agreement with the Boeing Company for the seventh Boeing 747 in Bombay on February 14, 1977.

The aircraft, which will be powered by Pratt & Whitney engines, is being purchased for Rs 38.3 crores and will be delivered in May 1978.

The agreement was signed on behalf of Air-India by Mr K.G. Appusamy, Deputy Managing Director, and for the Boeing Company, by Mr V.M.R. Fitzgerald, Director of Sales, South-East Asia.

The purchase agreement for the sixth Boeing 747 was signed in Bombay on December 15, 1976, with the delivery scheduled for December 1977.

The two new jumbos will be named "Emperor Chandragupta" and "Emperor Kanishka".

From LONDON Trevor Turner



Balancing Act

PAT CONWAY our Passenger Sales Manager in the U.K. and his London Sales Staff gathered all their resources together into one concerted effort at the end of February, with the idea of ensuring that the U.K. reached its overall target for the financial year 1976/77. They were assisted by the achievements of their hard working colleagues in the Cargo Sales and Ethnic Sales Departments.

Blindman's Buff

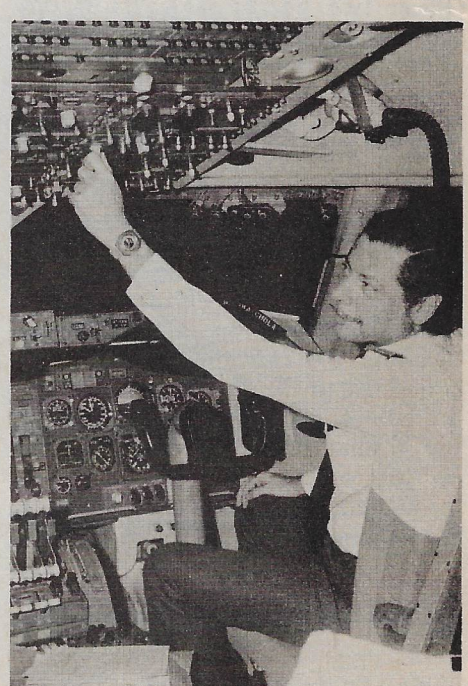
THE Architectural Association School of Architecture, London, asked us if we could loan to them some of our eye masks, because they wished to conduct an experiment with some of their first year students. The students were escorted into a room duly blindfolded and by feeling and searching, had to find out the layout of the room, its furnishings and fittings. Later they had to make a plan and sketch of the room as they imagined it to be.



The Aircraft



The Cabin Crew



The Pilot

LANDING AT CALCUTTA

WITH Capt D. Bose, Director of operations and Capt Z.K. Lalkaka (photographed above) on the flightdeck, the Boeing 747 Rajendra Chola, landed at Calcutta on February 24, 1977. A large crowd gathered at the airport to witness the first-ever 747 Emperor descend upon the major city of the East.

The 747 brought in from the United States a group of 320 Krishna Consciousness followers who were bound for a Krishna festival at Mayapur in Nabadwip. It was interesting to see this large contingent of Americans,

dressed up as rural Indians, singing, dancing and chanting mantras as they walked down the step-ladder. Some of them carried large decorated poles, statuettes and other artefacts to perform a play on the life of Krishna, reminiscent of the Ram Leela and Dussera festivals. Followers of Chaitanya Mahaprabhu, these foreigners despite simplicity of apparel, carried sophisticated electronic equipment to record the proceedings of the festival.

Addressing the press in the Maharajah Lounge of the aircraft, Capt Bose said that Calcutta airport

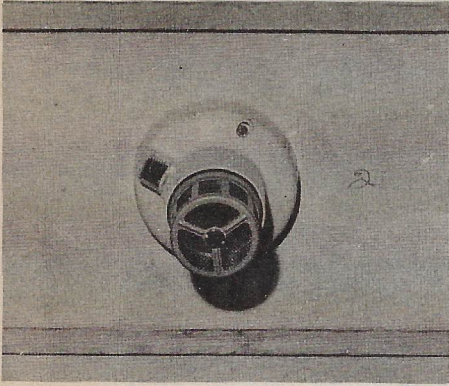
was technically very well equipped for regular operation of wide-bodied aircraft. Answering questions, he said that the Jumbo jet after take off from Bombay flew at an altitude of 33,000 ft at a speed of 580 nautical miles.

Earlier Mr H.D. Bilimoria, Manager-Eastern India, addressed a press conference at the Airport Hotel where he said that Air-India was trying to draw more tourists to Eastern India and special efforts were being made in that direction. Mr Bilimoria added that it was possible to bring this Boeing 747 to Calcutta only with

the assistance of West Bengal's Minister for Tourism and the Air-India Management.

Calcutta Television featured the landing of the aircraft, loading of cargo, with emphasis on the interior of the aircraft both on their news bulletins as well as a special feature on the event. The entire English and regional press gave excellent coverage to this event calling it an "honour to Calcutta". On its return flight cargo weighing 32.7 tons consisting of opium, finished leather and garments was put on board.

MEET THE SMOKE DETECTORS



If you happen to glance up at the ceiling as you walk down the corridors of the Air-India Building at Nariman Point, Bombay, you will notice small inverted lighthouse type fittings staring back at you. Don't pass them off as extra large bulb-holders, or some crazy artists' idea of a decorative piece and walk by with a shrug, for seemingly useless as they appear these insignificant little objects are really smoke detectors. They are responsible for the protection of 2500 lives in the Air-India Building against hazard of fire or the making of another 'towering inferno'.

Human error in detecting fire at an early stage, as also absence of assistance owing to lack of timely warning are some of the primary causes of big fires today. Most of these start in a small way from an electric short circuit and open fire sources like live cigarette butts. Explaining the fire-alarm system, Mr. B.K. Sawant, Air-India's Chief Fire Officer (see photo) said, "How one acts during the first 30 seconds is of tremendous importance, for it is at this crucial stage that most fires can be controlled with the simplest equipment." To ensure maximum protection of both life and property from fire hazard, a highly sophisticated smoke detection system has been installed as a further improvement on the buildings' reliable stock of fire equipment. The entire system is made up of about 700 individual detectors, all connected to the control panel in the fire control room which is housed on the ground floor. These are located on the ceiling and are distributed throughout the twenty-four floors of the building.

Sensitive Device

Each smoke detector is a highly sensitive electronic device and covers an effective area of about 700 square feet. It is white in colour, circular in shape and projects downwards. It works round the clock on electric supply and is specially useful during off-duty hours when no one may be around to detect a fire. It will detect any abnormal rise in temperature or the presence of visible or invisible smoke in the atmosphere in varying degrees of density to give an audible and visual alarm pinpointing the exact location of the danger zone. The sensitivity of detection can be adjusted manually depending on the situation involved and after taking into consideration factors like ceiling construction and height, room volume, space sub-divisions, normal room temperature due to heat or smoke producing appliances as in boiler

It is said that nothing is so dear to a man as his life and he will do all he can to safeguard it against danger. Despite all precautions taken to safeguard human lives from fire, hazards in multi-storeyed buildings continue. But have no fear friends, the new 'Smoke Detectors' are at your service!

rooms and board rooms, and finally draft conditions which may affect the normal functioning of this clever little device.

When there is an unusual amount of smoke in the room it results in partial obscuring of a photo electric beam in the instrument which causes a reduction in the flow of current.

situation, the electrical system is checked to avoid short circuits and other failures and the fire fighting and protection devices are periodically checked to ensure excellent results. The myth that exists today that high-rise buildings can never cope with fires is dispelled when we take a close look at the fire fighting equipment

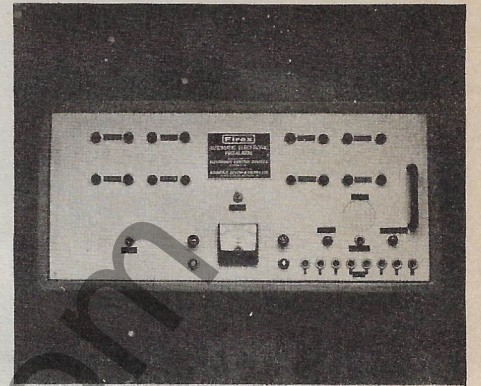


When the observation reaches a critical point it automatically trips off an alarm which is relayed to the control panel within seconds. A tiny red light attached to the detector begins to flicker and a panel in the lift lobby indicates the exact location of the trouble. With this indication the whole situation can be brought under control with the least amount of damage or none at all.

These smoke detectors have been specially imported from a company in Zurich, Switzerland, who will send their own experts to give the final okay before the system is commissioned next month. The Air-India Building has had a fine safety record, credit for which goes to the fire fighting and security department. They take nothing for granted and see that everything is kept in top functioning order to meet an emergency, any time. Regular fire drills are carried out to keep the occupants ready for such a

installed in the Air-India Building. No chances are taken and the Security staff are always alert to face the possibility of a fire big or a small one at any time. The equipment is such that it can deal with all kinds of fire situations and they are regularly serviced to remain in top functioning condition. Nothing is taken for granted and all arrangements are made in to supply water, fix an electricity failure, render medical first aid and even for safe evacuation.

Every place is provided with an alarm, which in case of fire, relays the danger signal to the control room within a split second. The direct hot line between Air-India and the Bombay Fire Brigade enables professional help to arrive on the scene within minutes. Meanwhile persons on the affected floor tackle fire with first aid portable fire extinguishers and the two rubber hose reels each 75 feet in length and connected to water mains. Besides



these, there are two fire hydrants, accessible only to professional fire fighting staff and also connected to the buildings water mains. There is a reserve of 100,000 gallons always in readiness in case of an emergency. This is stored in the concrete water tank in the basement and is pumped into the building through a wet-riser system with the help of a special fire pump. As soon as the hydrants are turned on, the fire pumps swing into action automatically. In case this source runs dry there is an additional connection outside the building which enables water from external sources to enter the tank directly. In case of fire the basement area is provided with a sprinkler system that begins to work automatically when the heat reaches a certain point.

The buildings' airconditioning system is turned off and all the six lifts are brought down to the ground floor. Only two of these which are fire lifts are made available to fire fighting staff. In case of electric failure there is a diesel generator in reserve which quickly supplements the necessary power.

On Duty

The Security staff are on duty 24 hours of the day and drop their work immediately in case of an emergency to deal with the situation. An important part of the fire fighting plan is the evacuation of the occupants on the affected floor. Panic, which is bound to result, is perhaps a greater killer than the actual fire itself. In case of fire one must remember that though every instinct screams out for flight, it is necessary to keep one's head and abide by the given plan of action. Considering the floor area of each floor—10,000 sq.ft. and the number of persons expected to evacuate at any time, two independent exits leading to staircases on each floor are provided for safe evacuation. These staircases are wide enough to accommodate a large number of escapees and are fire-proof. The doors leading onto the staircases are fire resistant and have an automatic closing device. Once in the staircase, people are safe and can leave the building without much trouble, provided there is no panic and confusion. To see that everything goes as smooth as possible, certain responsible persons on every floor are appointed to supervise the evacuation and fire fighting operations. Here's hoping they continue to remain responsible should the need ever arise!

Cheryl Mathias
Public Relations Trainee





Airport Managers Meet

What is important
is not what you do,
but how you do it:

N. H. Dastur

The Banquet Room at the Centaur Hotel was packed to capacity in a huge rectangular-shaped conference table. 44 Managers and Deputy Managers representing 35 Airports all over the world were meeting after a lapse of five years to discuss mutual problems.

Mr S.K. Verma, Commercial Manager—Headquarters, was the moving spirit behind the meeting which was inaugurated by Mr N.H. Dastur, Dy Managing Director (Commercial); also attending were departmental heads and senior executives who were for the first time meeting airport managers *en masse* and were able to establish rapport by explaining departmental development and problems to the visitors.

In his welcome address, Mr Verma highlighted the progress made over the last few years, for instance setting up of the new Ground Handling Department, under Mr D.P. Nimkar, which was now geared to take up all ramp-handling functions at the four Indian airports and at London. He spoke of the Standing Committee for Handling Agreements and Charges set up by the Management, reactivation of the Senior Committee for the study of Delays and setting-up of station punctuality committees. He also made a strong plea for strengthening of the Ground Services set-up by inducting staff of a high calibre so that we could effectively cope with the tremendous increase of traffic and cargo in recent years.

Inaugurating the conference, Mr Dastur was his usual pragmatic self. Bombay was our busiest airport, he said; all the airport managers would be well advised to spend that very night at the airport to see for themselves the stresses, strains and difficulties that Santa Cruz experienced. He emphasised the importance of on-time departures, of politeness, courtesy and efficient service. While overbooking was a necessary phenomenon, he said, we should not pass the buck onto other stations when things went wrong.

Mr Dastur welcomed the suggestion of separate organised teams to handle flights as worth examining, since this would develop a feeling of team-spirit and competitiveness. He concluded that "what is important

Airport Managers: F. R. Herzig-Geneva, Ray Hutchison-London, Derek Kyte-London, K. P. Datta-JFK, S. L. Oberoi-Delhi.



Airport Managers: S. K. Suri-Delhi, S. Mukherji-Madras, K. K. Chawla-Santa Cruz, K. J. Machado-Santa Cruz, Ravi Misra-Santa Cruz.

is not *what* you do, but *how* you do it." He particularly stressed the necessity of cabin crew associating themselves, as 'men-on-the-spot' with delays or diversions. Total involvement by each and every single individual was important.

After presentation of prototype uniforms for male airport staff, and points which individual airport managers wished to raise with Dy MD(C), the meeting got down to its business session. The draft Airport Handling Manual, prepared by V.J. Casshyap of Bombay and Ray Hutchinson of London, was discussed, together with an agenda of 54 items dealing with passengers, baggage, mishandled baggage, cargo and mail, seating and documentation, delays, security, inflight service and other miscellaneous items.

All professed themselves thoroughly satisfied. It may not always be easy to find an immediate solution to a problem, but you can always discuss the problem threadbare and, in the process, let off steam!



Above Airport Managers: Pat Rodricks-Calcutta, M. Raverdy-Geneva, Ken Pudwell-Perth, Mathew Tang-Singapore. Below Airport Managers: B. S. Phool-Calcutta, K. S. Sundaresan-Muscat, K. Sivaraman-Abu Dhabi, T. K. Pall-Moscow, J. S. Nawalkar-Bahrain, B. A. Rao-Sr Tech. Officer, Engg, Bombay.



THE 4th Labour Relations Committee meeting was held at Santa Cruz in February this year under the Chairmanship of Mr P.V. Gole, DPIP, with Mr W. Santos as Secretary. A number of subjects relating to housing and travel concessions were discussed. The Committee reviewed proposals put up at the 3rd LRC and the subsequent decisions taken.

Mr R.N. Dhople reiterated his earlier proposal of partial opening of the

WORKERS' PARTICIPATION —a good start

Mauritius sector or extension of passage facilities beyond March, 1977, since the sector has been closed for staff. Mr Gole felt that the suggestion was not practicable since there was heavy traffic on this sector.

Mr Gole announced that discussions

had already been held on the scheme of workers' participation in management and representatives from the Inflight Service Department and from the four major airports would be selected shortly. He said that the DE was presently having discussions with the respective unions for representation of their members in this scheme. The Chairman reassured members that after observing the working of the initial programme the Management would extend the scheme to other Departments as well.

Mr M.H. Hegiste took up the cause of the Colony staff and recommended a gymnasium. He said that a gym would help to keep employees healthy and congratulated the Management for having introduced yoga classes both at Santa Cruz and at Nariman Point. Mr Gole said that the construction of a games complex at Santa Cruz was already under active discussion and as a first step a sports ground had been inaugurated in the Colony (see story on page 7). Taking up the cue, Mr Nathu Lal canvassed for similar facilities in Delhi and was happy to be told that in recent months a recreation room had been provided for the Delhi staff. The Chairman suggested to Brig. Joseph that a volleyball court may also

be constructed for staff at Delhi.

Mr Hegiste claimed that a large number of employees suffered from bad eyesight, hearing, neck and hip trouble. He said that the initial expenses for acquiring physical aids such as reading glasses, hearing aid, blind man's stick and cervical collar should be borne by the Corporation. While all members agreed that expenditure on reading glasses would be an unreasonable demand, Mr Gole said that this matter would be referred to the Standing Medical Committee.

Mr K.P. Chodankar was of the opinion that overtime hours should be printed on the pay slip of every employee for them to examine the correctness of the overtime allowance paid. The Chairman felt that the Time Office was already doing this job of giving out information and the entire exercise would be repetitive and not worthwhile.

Among the other subjects discussed and agreed upon was Mr Nathu Lal's suggestion that the Staff Colony at Delhi be white washed. Brigadier M.P. Joseph, Controller of Civil Works & Properties, said that he had already issued instructions and the work would be carried out shortly. Mr Hegiste reiterated that another Holiday Home should be constructed at Lonavla for those staff whose basic was below Rs. 1,000. The Committee agreed to review this in the next meeting once additional information was available.

I. D. Sethi Appointed CD

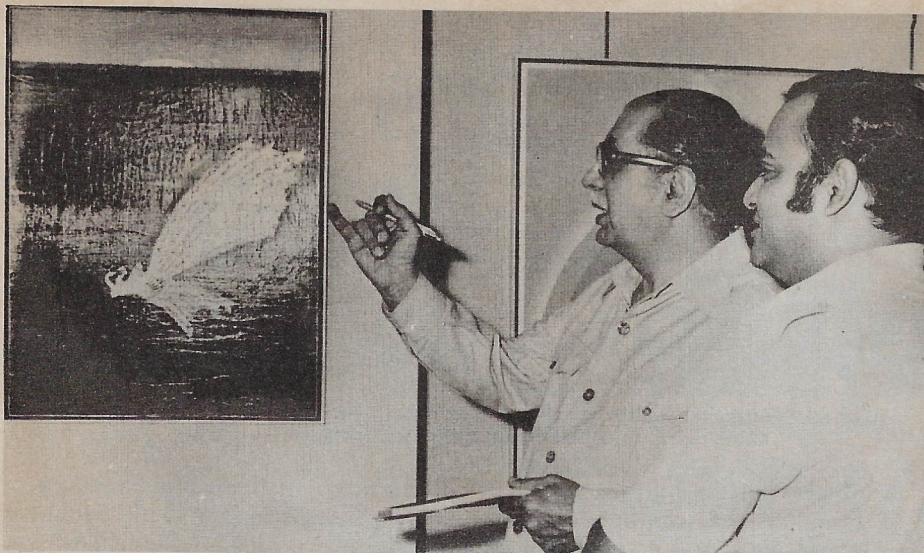
MR I.D. Sethi has been appointed Commercial Director with effect from April 1, 1977.

Born in Rawalpindi in 1935, Mr Sethi has had varied experience in the airline business since he joined Air-India 20 years ago. He was Tariffs Manager in July 1965; Commercial Manager—Planning in December 1968; and Commercial Manager—Marketing & Sales in November 1972. He was appointed Dy Commercial Director (Marketing & Sales) on July 1, 1974; and Dy Commercial Director in May 6, 1976.

A keen golfer, Mr Sethi is well-known for his amiable nature and his invariably helpful attitude. He is a member of various international committees, specifically the IATA Traffic Committee and the Executive Committee of the PATA India



Chapter. He is also the Allied Chairman of the ASTA India Chapter. He is married and has two sons.



Mr J.B. Cowasji, Commercial Manager-Publicity, discussing a painting with Chandrashekhar Kamkar at the Taj Art Gallery.

Settings for the Sun

AIR-INDIA'S Asst Chief Artist, Chandrashekhar Kamkar, recently held an exhibition of paintings that drew art buffs to the Taj Gallery in Bombay.

Kamkar's landscapes, which dominated the show, are treated graphically and depict the sun and the sea in its various moods and facets. He uses dark colours, blue and green and brown and red. In a departure from his sun-settings, Kamkar's Ganapati and Radha-Krishna are in traditional style, while the two peacocks in green, silver and gold have an aura of gaiety around them. Most of Kamkar's paintings have the feeling of solitude; a setting sun wrapped up in craggy rocks, a large shell half-buried in sand gurgling surf and foam. This is Kamkar, looking beyond the horizon, looking beyond Nature, looking beyond the facade of what the romanticists term as beauty.

A cynosure of all eyes at the exhibition was the 'Om' poster which has won him the National Award as

well as the Commercial Artists Guild Award. However, from among the exhibition entries the Bombay Art Society gave him a prize of Rs 500 for his Blue Moon landscape.

Kamkar has a tradition of good art work. After completing his formal training at the J.J. School of Art in 1965, he illustrated books for children for four years and produced two prize-winning books 'Tribes of India' and 'Faiths and Followers'. However, his big break came when he joined Air-India in 1970 and was chosen to design the ceiling, bulkhead and galley for Air-India's Boeing 747, "Emperor Akbar", as well as the translucent mural in the Maharajah Lounge of the aircraft. Last year he won encomiums for his calendar based on the life and teachings of Gautam Buddha.

Each day Kamkar continues to design with the same verve and vivacity as his earlier creations which have brought pride to Kamkar and honour to Air-India.



MANAGER OF THE STATION

By A Harried Wife

I play it calm,
I play it cool,
I am the soul of discretion
And do you know why?
I'm wed to that guy
The Manager of the Station.

A life of thrills?
A life of frills?
Well yes - with a great deal of luck
But, a 3 a.m. phone
Be courteous, don't moan,
To whom do you pass on the buck?

You think you'll relax
In a long hot soak
The thought alone - sheer delight!
But you put on your spurs
When the bl---y phone jeers
"I'm bringing six guests home to-night".

The table is set -
You've worked like mad
O'er a meal of which you're so proud;
The phone rings again,
You sigh "Amen",
A vegetarian in the crowd!

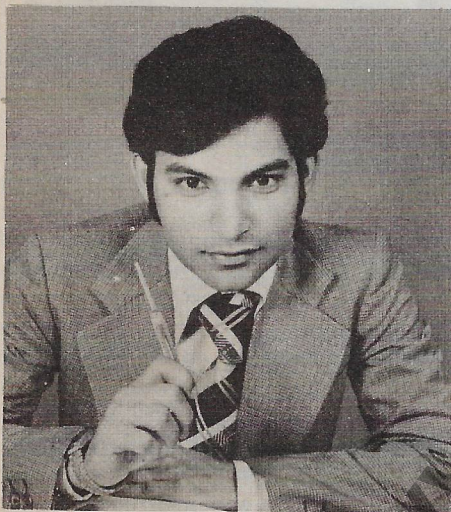
Or "this Sunday" you plan
"I'll take car, kids and Him
And into the country we'll head",
But wouldn't you know
The 'phone steals your show'.
Roll over - - why get out of bed?

You're ready and packed
All rarin' to go
For this trip you've waited so long
But the 'phone you can't beat
"We ain't got a seat" -
What d'you do? Well, just sing a song.

While shopping you buy
A cute negligee
Ooh la la - those marital joys,
You don it - and wait
The 'phone tells you straight
"He's out on the town with the boys".

For those of you 'out',
Who'll one day be 'in',
Be sure of this situation
You're married? Like hell -
You're wed to that bed

THAT'S - the Manager of the Station.



Kudos to Kemwal

A pat on the back is due to Mr D.P. Kemwal, Flight Purser, who has successfully completed a one-year diploma course in Management Studies at the Anglian Regional Management Centre, U.K. Mr Kemwal joined Air-India as an Assistant Flight Purser in 1971.

Twenty seven-year-old Kemwal took a year's study leave to undergo the course during which he tackled the following subjects; Studies in Management, Management Accounting Techniques, Financial Planning and Decision Making, Personnel and Staff Administration, Industrial Relations, Marketing, Production and Management Information Systems.

In addition, Mr Kemwal was required to undertake a special project as part of the course. The project he selected pertained to a particular aspect of running an airline. In the

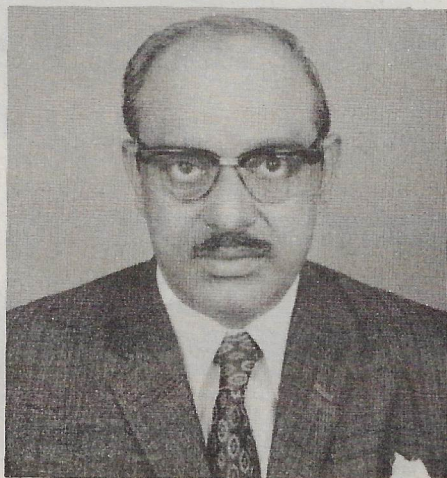
words of his Project Tutor, "he launched into his task with enthusiasm and covered many miles and many interviews in extracting information. At some junctions he met with barriers to his progress, but his persistence enabled him to overcome these and the data he collected allowed him to make some informed recommendations."

As part of his project Mr Kemwal interviewed a number of international airline passengers and questioned them on the problem of cancellation by passengers on one hand and, as a counteractive measure, overbookings by airlines on the other. It is interesting to note that while some passengers felt that taxing a passenger for cancellation of his departure by his scheduled flight was not feasible since the cancellation was quite often beyond the control of the passenger, others held the opposite view; in fact one passenger felt that if one booked a seat on a train or for a cinema show and did not show up, no refund would be forthcoming. This passenger did not see why an airline should be run any different.

A few months ago, he embarked on yet another project by taking unto himself a wife, Gwen D'Costa, daughter of Mr C.D'Costa, who was with Air-India's Personnel Department and died in harness in July 1974. He met the charming Gwen in London soon after she had completed her degree in Nursing there.

Magic Carpet wishes the young couple all success.

Close-up



Capt M.C. Dasgupta, till recently Dy Operations Manager (TD), promoted as Operations Manager (Training Division).

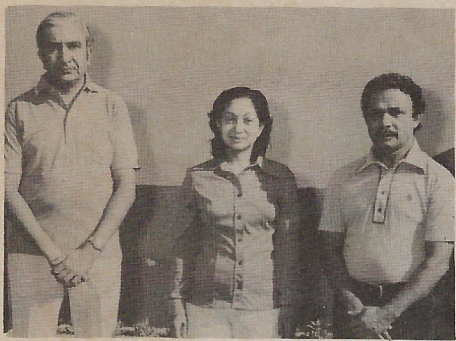
APPOINTMENTS

Mr N.L. Mital, till recently Regional Manager-Africa, promoted as Regional Director-Africa.



AT the Ninth meeting of the Airport Handling Committee in Montreal held in October last year, it was agreed that "the appointment of the Airport Handling Committee Chairman was personal to the particular representatives and not the airline". It is therefore an honour to Air-India and a matter of credit to Mr S. K. Verma, our Commercial Manager, HQs., who has been re-elected as the Chairman of IATA's Airport Handling Committee. Mr Verma, who joined Air-India in 1955, was elected Vice-Chairman of the Airport Handling Committee in 1963 and was the first Indian to hold the post of Chairman in 1974. Within a duration of three years he has been elected Chairman of the Committee for the second time and is the first Asian to be so honoured.

Dunlop Silver for Air-India



Commanders, Sharma and Gupta (L to R) flanking Ms Ooma Bose.

NOT really meaning to prove that the duty-time limitations of Air-India Flying crew were generous, diminutive 707 Commander C.L. 'Chotu' Gupta (-12) brought in the 208 from Nairobi at 05.00 hrs., spent sleepless 6 hours and later reported at the first tee of the Bombay Presidency Golf Club and returned a net 71 in the first round of the prestigious Dunlop Cup (2 medal rounds with full handicap). Carding a net 70 the next day, he pivoted the Air-India team to a decisive 428 net score win, which was 14 shots better than the runner-up. Participating in the com-

petition were a total of 28 teams. For reasons other than flying, teamster 707 Commander, silver haired R. 'Pop' Sharma (-16) also experienced a near sleepless, pleasurable night, yet carded a 75 and 73 in the next two days as his personal contribution.

In normal course, directing operations at her suburban Pali Hill residence, Air Indian (50%) housewife, petite Ooma Bose (-33), wife of Air-India's Director of Operations, chipped in with a precious net 71 on the second day.

In the absence of star golfers Dhruba Bose, Sethu Rao and Narpat Singh, unexpected help came from the clear 'blue skies' in the comely shape of guest star Asha Mohta (-25), who returned a first round net 73 to help lay the victory foundation.

Dunlop India Limited have since refuted all rumours that they had in fact specially manufactured a Flat Tyre for the Air-India team of Inder Sethi, Saroj Datta, Madan Lal and Ravi Misra, who smartly enough never entered the competition.

Ram Talcherkar



THE Air-India Staff Colony Association organised a Sports meet for the first time at Santa Cruz recently. The sports meet was initiated by the Maharashtra Labour Welfare Board and the function was presided over by Mr S.G. Mangaonkar, Welfare Commissioner of the Government of Maharashtra. Mr V.N. Herekar, our Controller of Stores & Purchases, was the Chief Guest, who also distributed the prizes. The residents of both the colonies participated in the various events of the meet, this being the first joint meet for both the colonies. Some of the items like tug of war, thread and needle race for husband and wife and musical chairs, whipped up tremendous enthusiasm.

Mr V. N. Herekar, Controller of Stores and Purchases, making a token presentation on behalf of the residents of the Colony to Mr S. G. Mangaonkar, Welfare Commissioner, Governor of Maharashtra.

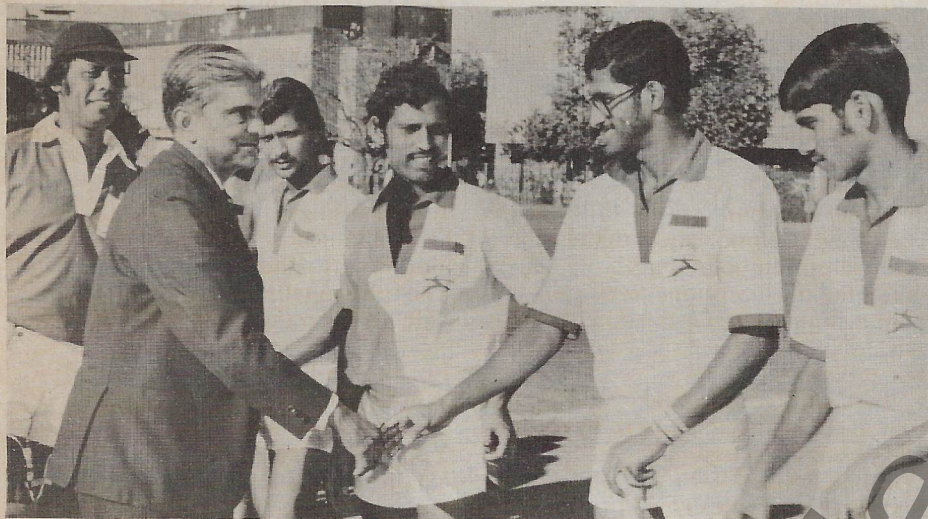


At finger tips

AN Inter-Departmental Carrom tournament (1976-77) was held early this year at the Sports Recreation Centre, Santa Cruz. There were nearly 128 entries for the Men's Singles and Doubles and as many as 28 entries from the ladies staff. The finalists in the Men's Singles were G.P. Kadam and A.D. Worlikar of Engineering. In the Doubles, however, D.R. Suryawanshi of Engineering and B.M. Kamble of Commercial won the finals defeating V.B. Revandkar and C.F. Fernandes of Personnel. The Ladies' Singles was won by Ms Tara Malkani of Personnel who defeated Ms N.V. Gandhi of Finance and Accounts Department. The losing finalists were Ms R.S. Ranade of Stores and Ms N.R. Barve of Finance and Accounts.

Gold for Christabelle

CHRISTABELLE, daughter of Conrad DeMello of Reservations, Bombay, was the recipient of three gold medals, 100 metres sprint, 200 metres sprint and the relay for girls under 16, at the Inter-State Athletic Meet held recently at Madras. Last year Christabelle was captain of St. Anne's Convent and was declared the best athlete at the recently held Cadbury Fry Inter-School Athletic Meet. The photograph shows Christabelle DeMello receiving a trophy for the team championship for girls under 16 from Mr Mohanlal Sukhadia, Governor of Tamil Nadu, at the XV National Inter-State Athletic Meet at Madras.



New Colony Ground

MR K.G. Appusamy, Deputy Managing Director, recently inaugurated the Air-India Colony sports ground at Santa Cruz. The ground, measuring 450 ft x 229 ft, is ideal for outdoor sports and a number of sports activities have been planned in the future under the direction of the Sports Control Board and

the stewardship of Mr V.M. Bhagwat, Asst Personnel Officer.

After the players were introduced to Mr Appusamy, an exhibition match was played between Air-India, led by Ted Patterson and Indian Airlines, captained by Joe Fernandes. The match ended in a draw.

HASTAPADASANA

LAST month we published the 'Yoga Mudra'. This month Yogacharya Yadav's chief woman disciple shows another exercise in the series:

The Method:

Stand upright on the mat. Keep the legs close together, straight and erect at the knee. Do not allow the knees to bend under any circumstance. Keep the hands on the respective thighs. Inhale. Exhaling, bend down forward. Hold the ankles with the palms of hands. Keep the head on the knees. Suspending breath, maintain this position for some few seconds. Inhaling, return to upright position at 2. Repeat 6 to 8 times. Exhalation for 2 seconds at 5, suspension at 8 for 4 seconds and inhalation for 2 seconds at 9.

Benefits:

Makes the waist line and hips symmetrical, reduces fat from various parts of the body and relieves back pain. It also regulates elimination of waste and prevents auto-intoxication.



AIR-INDIA QUIZ



1. Can you name the three gentlemen in the picture?
2. What is special about the aircraft in the background?
3. The gentleman in the felt hat is a distinguished ...?
4. Where was this photograph taken?

ANSWERS TO MARCH QUIZ

1. This lady in the picture gave birth to a child on board our Boeing 707 'Annapoorna' on December 24, 1967.
2. Mrs Selinge Purev and baby Annapoorna.
3. When the aircraft was 3 hrs. out of Delhi enroute to Moscow.



The Editor announces a prize for all-correct answers. So put on your memory-caps and send us your answers right away.

CHAIRBORNE



CROWNING GLORY

AT a glittering (literally) function Ms Janet D'Souza of Godfrey Phillips was crowned "Miss Secretary 1977" by Mr S.K. Nanda, Chief Personnel Manager. Among the prizes to the winners were two Air-India Bombay/Delhi tickets as well as a two-day stay at the Lake Palace Hotel, Udaipur. (courtesy Taj). The crown was contested by 30 participants on a selection basis of educational background, ability to answer an on-the-spot intelligence test and a display of poise, grace and charm.

TENNIS CHAMP

Christabelle Fernandes, daughter of Inflight Supervisor Austin Fernandes, was ranked first in the Juniors and third in the Ladies tournaments held by the Maharashtra State Tennis Championships in Bombay last year. In the rating, Christabelle was placed third.

In 1976 she had a field day; she won the Suburban Tennis Championship as well as the Nirlon Invitation Cup, got invited for the All India Coaching Camp at Patiala and won the Junior Doubles in the Nationals in Bombay. But her finest moment came when she visited Perth and played a game with Wimbledon champ Margaret Court.



OH! CALCUTTA

A RECENT book on 'Calcutta' prepared for Air-India, says that the best possible thing to do in this metropolis is to walk around aimlessly and watch life around you. Taking a dig at the oddities of Calcutta, the book comments, "if such walking around is too rich for your blood, try" sitting on a streetcar, sit on the side nearest the sidewalk and ride as

far as it goes. Sooner or later it will get hopelessly stuck in traffic, but meanwhile, you will get a superlative close-up view of the streets" For the toiling rickshaw-puller, the book advises tourists to try sitting in one "if your conscience can stand this example of imperialistic expedition, for it is marvellous for an even closer viewing". From cheating taxi-drivers to the celluloid art of Satyajit Ray, the book covers a wide gamut of subjects and no-nonsense view of Calcutta.

REVIVAL

THE Lucknow Festival held recently aimed at a cultural revival of ancient Avadh. The Festival, besides performances by distinguished Indian classical musicians, had set up a "Meena Bazaar" symbolising Moghul culture and delicacy. Air-India contributed special prizes for the best stall at the Bazaar, the best participant in the International Fancy Dress competition as also for the best kite-flier. On the occasion, Air-India announced a running trophy "to the most well-informed lady driver about the car she is driving in the Vintage Car Rally".

SIMPLE ART

EARLY this year the Art Gallery at Centaur Hotel exhibited 24 paintings by B. Prabha. A thorough professional, Prabha, along with her sculptor-husband, B. Vithal, presented a fine show. Her women, though thin and emaciated, have a softness about them. For the current show, however, she has reverted to simple folk themes and we see



statuesque females in a natural environment or identified as fisherfolk expressing a colourful way of life. Her world is a world of simple beauty, painted with child-like interest. For some years now, she has been increasingly doing work for Air-India, including making designs for the interior of "Emperor Akbar". Prabha is sensitive and a romantic at heart and her work amply shows it. She is photographed here (third from right) flanked by (from extreme left) Ms R. Singh, Centaur Sales Executive; Mr Eric Pereira, Managing Director, Centaur Hotel; Prabha's husband Vithal; and Dr (Mrs) Anjanabai Magar, Sheriff of Bombay.

PRESENTATION

MR I.D. SETHI, Deputy Commercial Director, Air-India, made a 40-minute multi-media presentation at the Annual Convention of the Travel Agents Association of India held at Agra last month. Air-India has, over the years at its Staff College at Santa Cruz, Bombay, trained a number of personnel from travel agencies all over the world catering to both passenger and cargo business. This multi-media presentation by Air-India highlighted the need for introducing professionalism in the personnel working for Travel Agencies. The Air-India delegation was led by Mr N.H. Dastur, Deputy Managing Director (Commercial).

According to the author. There is never an accident without a series of incidents which either went unreported or was ignored. Mr Ramsden, therefore, advocates an 'open' system, which should get professionals sharing their experience with other professionals in the interests of air safety.

Where does safety begin? With well trained pilots and engineers? With aircraft designers? With govern-

ment regulators? According to Mr C.O. Miller, former Director of Aviation Safety, U.S. National Safety Board; 'safety begins with the design of an overall system to encompass an overall requirement'. The problem arises in persuading pilots and engineers in reporting incidents. The fear of legal or disciplinary consequences can seriously inhibit such reporting.

DO YOU SAY WHAT YOU MEAN... or Mean what you say!

Mr S. Khanna, DSM, Budapest writes: "It is possible that newcomers to the airline world are not aware of the meaning behind the widespread formal phrases that are used daily in correspondence. These innocents will welcome this vocabulary as an aid to reading between the lines."

WHAT IS SAID

Under consideration
Being dealt with...
Pending...
For action as necessary...
For action as indicated...
Please clarify...
Please expedite...
Expedite and explain delay...
Copy to head office...
Your attention is drawn to...
You will remember...
Copy attached for easy reference
Your reference blank, undated
Not fully conversant...
It had been reported...
Through the normal channels...
Passed to higher authority...
In the very near future
Awaiting your instructions...
Confirming our telephone conversation
You will be advised in due course

A survey is being made...

WHAT IS MEANT

Will have a shot at finding file...
Have found the file...
Either lost or stuck in wrong file
Do you know what to do with it? I don't
Do as you are told, don't ask questions
Are you nuts or am I?
For heaven's sake, try!
It had better be a good story
Serves you right
Don't you read anything?
You have forgotten or never knew
Expect you've lost the previous one
What, No filing system?
Completely clueless
It is rumoured on the shop floor
Round and round the mulberry bush
Laid to rest in a more sumptuous room
Pujas perhaps?
Make up your mind
That puts me in the clear
We'll let you know after we've worked it out for ourselves
We're busy thinking up an answer



There is little doubt that commercial aviation is today far safer than it ever was, thanks to constant efforts being made by the airlines themselves, by manufacturers and government authorities. Flying in an airliner is safer than travelling in a family car.

Yet great many misconceptions about air transport safety remain, giving rise to big, black headlines every time there is an accident.

Not many people are really aware of the extent of care and attention that goes into servicing the planes or training the crew who fly them. The standards are strict and enforcement rigid. The International Civil Aviation Organisation, the International Air Transport Association not to mention such government regulatory authorities, as the Federal Aviation Administration of the United States, the British Civil Aviation Authority and our own Director General of Civil Aviation do considerable work in furthering air safety.

For the first time a book—The Safe Airline—is now available which

reveals this behind-the-scenes activity in great detail. Written by J.M. Ramsden, Editor of Flight International, the book is a mine of information on all aspects of air safety.

Regular reader of 'Flight' would be familiar with many of the chapters since they appeared as a series of articles on safety and aroused considerable interest. What began as a journey of exploration turned into a campaign for promotion of greater air safety, which won Mr Ramsden both the Flight Safety Publications award and the Society of Licenced Aircraft Engineer's Spicer Safety award.

"The convenience, speed and comfort of air transport could not have been sold without safety. Safety is air transport's priority, because the price of carelessness or neglect in the air is so much greater than it is on the surface", writes Mr Ramsden.

One of the most important air safety rules is incident-reporting, ac-

LONDON FAREWELLS

Trevor Turner Reports



Retirement parties take place with a certain degree of regularity, and although they are all very important to the individual concerned, recently London staff had to say farewell to someone who has been in London for many, many years and who was a well-known and respected senior executive. Ronald Farmer (above) whose background includes the Fleet Air Arm, served with Tata Airlines in India before his return to London. He was Technical Manager Europe from 1951 to 1961 and Manager London Airport from 1961 until his retirement. Approximately 160 members of the London staff gathered together to say farewell and to wish good luck to him and Doreen Farmer in their retirement.

Presentations were made to him on behalf of the staff by the RD-UK and Mrs. Dalal.

* * *

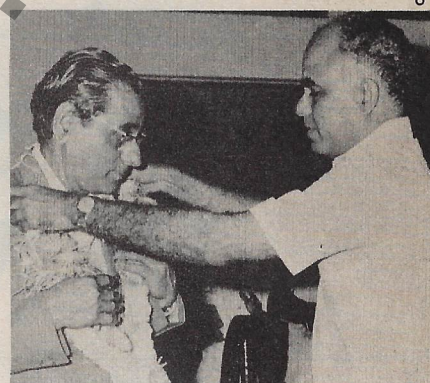
CAPT S.R. Daruwalla, (below) known to many as 'the Captain' who served in the LHR Stores Department for seventeen years, retired recently, and a number of his colleagues gathered together at London Airport to wish him every happiness in his retirement. He hopes to maintain contact with a lot of his friends and indeed visit India whenever he can, and also carry on his interest and activities with the various organisations in the U.K., including his affiliation to his old Indian Army Regimental Association.



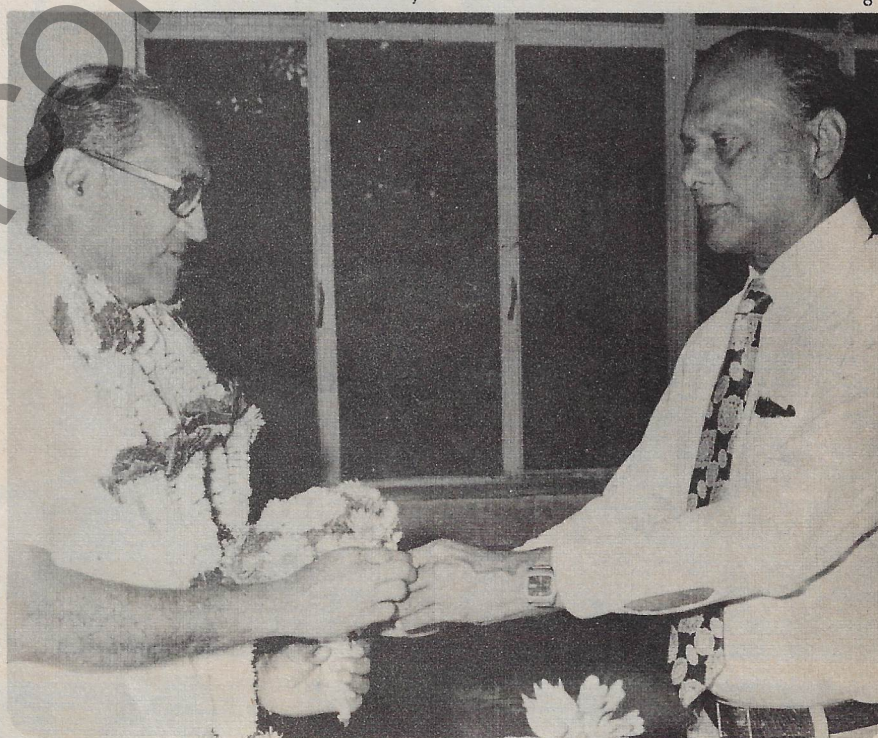
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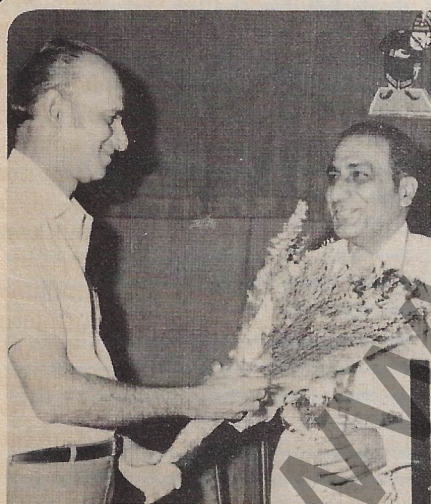
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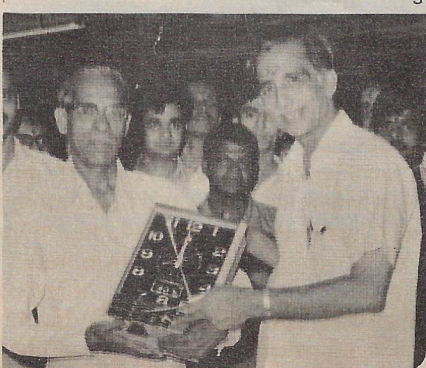
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1: Mr. J.H. Malegamwala, Foreman, Cabin Maintenance, retired recently after 31 years service. Here he is seen receiving a bouquet from Mr. A.S. Karnik, Dy.EM, Periodic Maint.

2: Mr. V.K. Bal, Sr. A/Tech., Maint. Divn. retired recently after 27 years service. The photograph shows Mr. Bal being garlanded by Mr. A.S. Karnik, Dy EM, Periodic Maint.

3: After 28 years service, Mr. A.D'souza, Sr.A/Tech. retired from the Corporation recently. Photograph shows Mr.D'Souza receiving a gift from Mr. K.P. Venkataramani, Asst.EM, Cabin Maint.

4: Mr. F.X. Fernandes, Sr.A/Tech., Maint. Divn., retired from the Corporation recently after 27 years service. Here he is seen with Mr. K.P. Venkataramani, Asst.EM Cabin Maint.

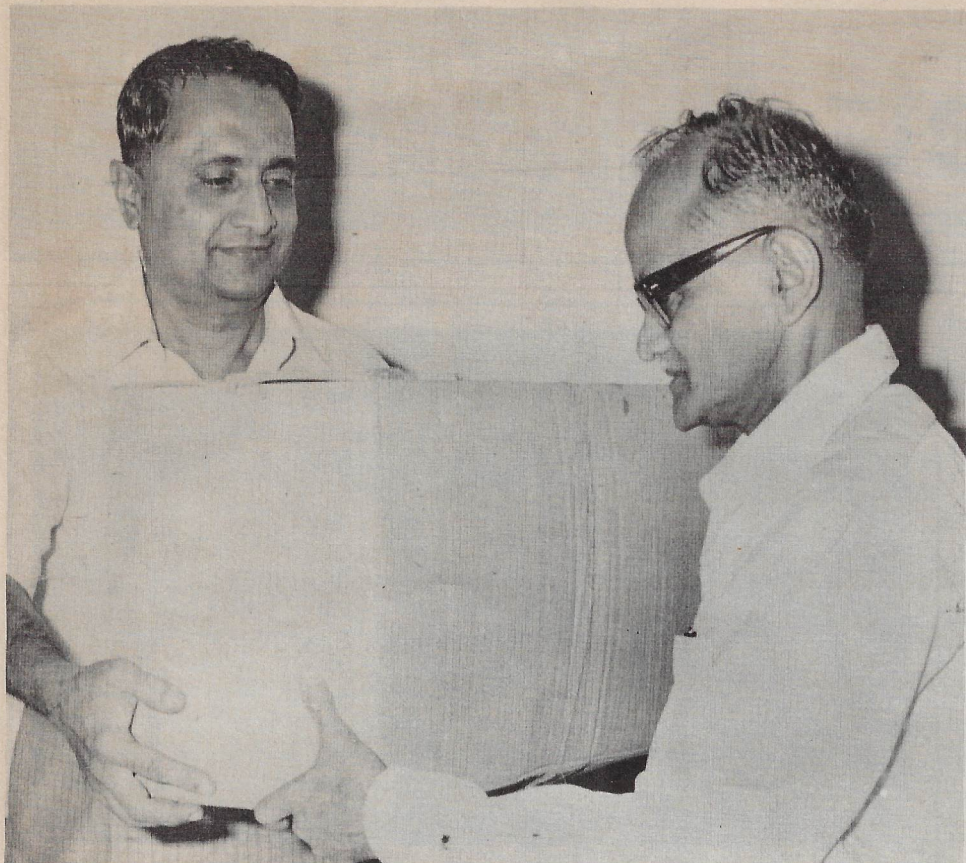
5: Mr. H. Ambrose, A/Tech., Accessories Overhaul Divn., retired from the Corporation after 21 years of service. Photograph shows Mr. Om Sawhny, DE, presenting a wall clock to Mr. Ambrose.

6: Mr. S.K. Mhatre, Sr.A/Tech. COD, retired after 29 years service with the Corporation. Photograph shows Mr. Mhatre with Mr. A.J. D'Souza, Asst.EM, COD.

7: Mr. D.K. Thakur, Chargehand, PPO, retired recently after 30 years service with the Corporation. Photograph shows Mr. Thakur receiving a Philips transistor from Mr. A.R. Foudar, Asst.EM, PPO.

8: Mr. S.G. Nandleskar, Chargehand, Plant & Equipment Divn., was given a warm send off at a function held recently in the P&E Divn., Mr. Nandleskar retired on attaining the superannuation age and completion of 30 years service in the Corporation. Photograph shows Mr. Nandleskar being garlanded by Mr. V.R. Sabnavis, Asst.EM., P&E Divn.

9: Mr. V.G. Kamat, Fire Officer in the Security Office, retired after 15 years service with the Corporation. The photograph taken at the farewell function shows Mr. Kamat with Mr. G.B. Patwa, Chief Security Manager.



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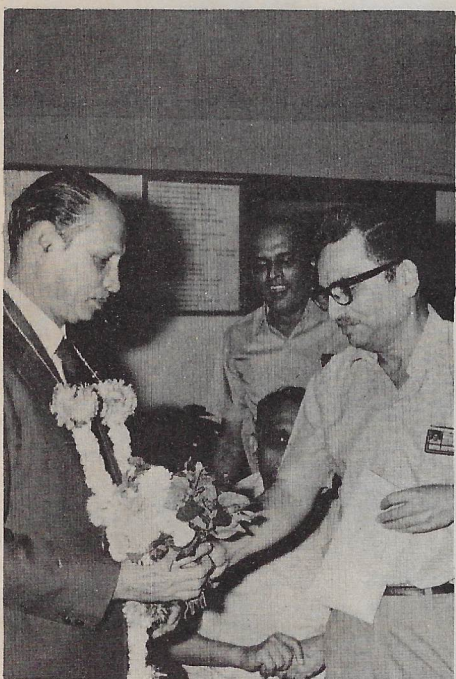


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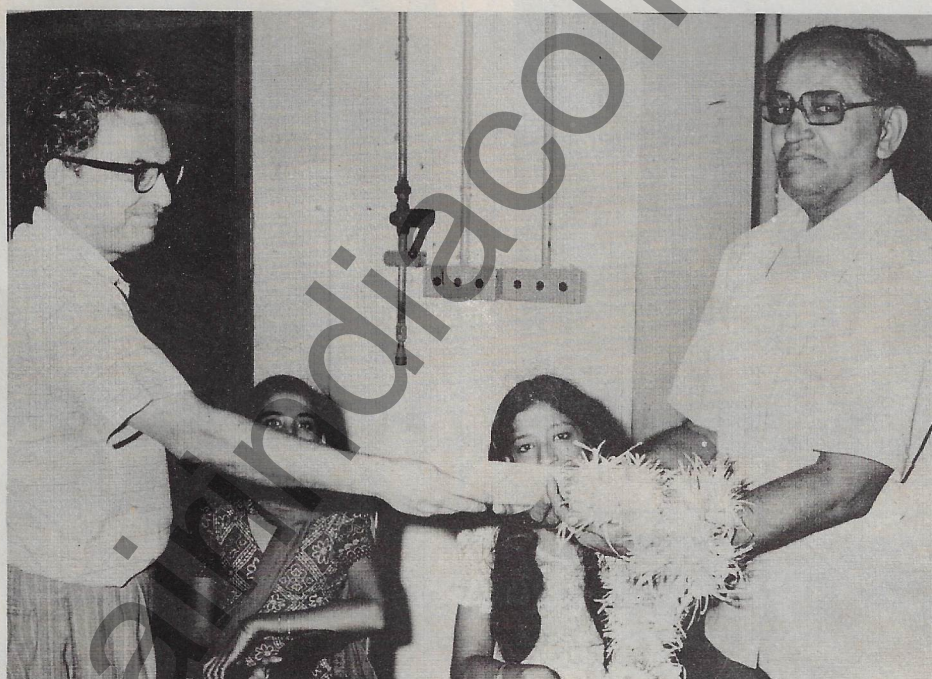


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THEY SERVED US WELL



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FORM IV

Place of Publication : Bombay. Periodicity of its publication : Monthly. Printer's Name : Mr. V.N. Herekar, Air-India Press, Santa Cruz, Bombay 400 029, Publisher's Name : Capt. J.R. Martin, IN, Air-India Building, 218 Backbay Reclamation, Bombay 400 021, Editor's Name : Capt. J.R. Martin, IN, Air-India Building, 218 Backbay Reclamation, Bombay 400 021. Name and address of individuals who own the newspaper and partners or shareholders holding more than one per cent of the total capital. : Air-India.

I, Capt. J.R. Martin, hereby declare that the particulars given above are true to the best of my knowledge and belief.

Dated: February 1977.

Sd. J.R. Martin.

10: Mr. G.M. Puro, Sr.A/Tech., Instruments Overhaul Divn., retired from the Corporation after 30 years service. The photograph shows Mr. M.D. Kolhatkar, Dy.EM, IO Divn., making a presentation to Mr. Puro.

11: Mr. S.V. Bambawale, Sr. Flight Despatch Manager, retired from the Corporation after over 29 years service. Photograph shows Capt. D.Bose, DO, presenting gratuity cheque to Mr. Bambawale.

12: Mr. J.A. Khot, Peon from Operations Dept. (Central Divn.) retired from the Corporation after over 29 years of service. Here he is seen receiving a gratuity cheque from Capt. D.Bose, DO.

13: Mr. F.D. Fitter, Sr. A/Tech. retired recently from the Corporation after 28 years service. The photograph shows Mr. Fitter receiving a bouquet from Mr. H.C. Kapoor, Dy.EM. COD.

14: Mr. Ali Hussain Dewaswala, Sr. A/Tech. retired from the corporation recently after 31 years service. The photograph shows Mr. H.C. Kapoor, Dy. EM, COD bidding farewell to Mr. Dewaswala. Mr. Dewaswala's two daughters are seen in the centre.

15: Mr. J.E. Cooper, Manager-Reservations Procedures, Commercial Department, retired recently from the Corporation after 35 years service. The photograph taken at the farewell function shows Mr. Cooper with Mr. I.D. Sethi.

16: Mr. F. D'Lima, Sr. Aircraft Technician, retired recently after little over 29 years service. The photograph shows Mr. T.S. Srinivasan, Asst. Engineering Manager, Power Plant Overhaul Division, presenting a cheque to Mr. D'Lima.

17: Mr. A.R. Joseph, Sr. Aircraft Technician, retired after little over 29 years service. The photograph shows Mr. Bhattacharya, Asst. Supdt,PPO, presenting a cheque to Mr. Joseph.

18: Mr. T.V. Chidambaram, Asst Administrative Officer, Quality Control & Technical Services Division, retired recently from the Corporation after nearly 30 years service. The photograph shows Mr. Om Sawhny, Director of Engineering, making a presentation to Mr Chidambaram.