

AIR-INDIA

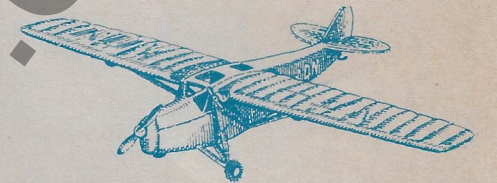
Magic Carpet

VOL. 21 NO. 10

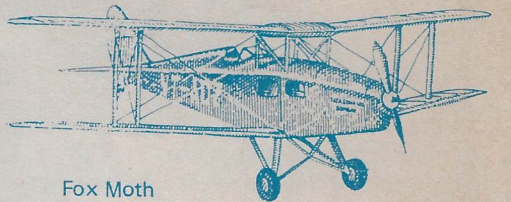
OCTOBER 1977



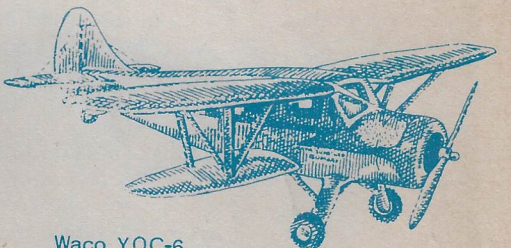
Puss Moth



Leopard Moth



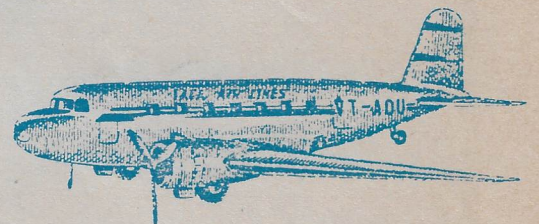
Fox Moth



Waco YQC-6



Percival Q6



Douglas DC-2



Douglas DC-3



Beechcraft Expeditor

Aircraft Mr Tata has flown

FLYING HIGH FOR 45 YEARS

A SPECIAL MESSAGE FROM MR J.R.D. TATA, CHAIRMAN, AIR-INDIA

ANOTHER five years have passed since we celebrated the milestone of our 40th anniversary. Today, on our 45th birthday, I extend greetings to all of you and express my renewed thanks for your contribution to the excellent progress we have made in these five years, in the course of which we achieved a 170% growth in our operating revenue, reached a Rs.300 crore level of annual turnover, and are today one of the very few airlines of the world making a respectable profit.

As we enter the final five years of our first half century, we face a further large and exciting programme of expansion and replacement, likely to involve over Rs.500 crores in capital expenditure and in which all departments will have a vital role to play. The earning power and competitive strength we have built up over these long years of effort enable us to face this new and still greater challenge with confidence, but we must also beware of complacency. Experience shows that it is when an organisation is most successful that it runs the greatest risk of losing the keen edge of its efficiency. This has happened to many airlines in the world as well as in other fields of industry and commerce, and we must make sure that we remain lean, efficient and competitive. We can do so only if we all cooperate with each other for the good of all, which is the one aspect of our operations with which I continue to be somewhat unhappy.

In my message to you in October 1972, I expressed concern that while we could be proud of our material progress, we had failed to achieve and maintain the kind of relationship between Management and staff at all levels which our collective intelligence, experience and inherent sincerity and goodwill should have ensured. In spite of the new channels of communications we have created or widened in recent years to make the Management's plans and policies clear to all, and to consult each other in regard to them, we have not yet realised my dream of a model organisation, permeated throughout by a spirit of cooperation and goodwill based on the knowledge that whether we are Management or Union officials, or individual members of the organisation, we are all working-together with no interest other than that of the airline and of the country as a whole.

(Contd. on Page 4)

Random Jottings

By Recording Mind

I WALKED into his room. I had checked, rechecked and re-checked my tape-recorder. I had bought new batteries from Akbarally's. I had arrived outside the office 20 minutes ahead of time, passed the time of the day with Marion Hawgood and Raymond D'Souza. I had cracked a joke here and passed a light-hearted remark there. But all the while I was conscious that I was shortly to walk into his office with my list of questions and my tape-recorder. And my list of questions appeared to be frightfully inadequate and I hoped against hope that my tape-recorder wouldn't let me down.



And then the call came. And I walked into the sanctum sanctorum fumbling with my notebook in one hand and my tape-recorder in the other. He asked me why I was there. And I fumbled with my answers. He asked why the tape-recorder and I fumbled with that too.

But soon he had placed me at ease and I was face-to-face with possibly one of the most famous names that India has known. Certainly the father, mother, grandfather of Civil Aviation in the country.

A man with an international reputation, judged by 'Esquire' in 1970 as among the 100 most important men in the world. A man to whose name superlatives come naturally.

Initially, he objected to the tape-recorder. Why can't I write what I want to say, he demanded? But finally he relented and mellowed. And I truly believe that I have on tape some truly historical reminiscences of a truly remarkable man. And I plan to ask him for three or four sessions because I honestly believe that what he has to say—

his emotions, feelings, his trials, his tribulations, and above all his foresight, have greatly contributed to the success of Air-India as we know it today. He is emphatic in stressing the spirit of teamwork, dedication, enthusiasm and the zest of his small team when he first started 45 years ago — one full time pilot, a thatched-shed for a hangar, a Puss Moth and a Leopard Moth. "We always wanted to be on time. To be 15 minutes late was a crime."

I am grateful to him for giving me 90 minutes of his time. While I sat there and he threw his mind back 45 years and more — to the Aga Khan Trophy when he flew his Gypsy Moth from Bombay to London only to discover halfway that his compass was 45 degrees out and yet he managed to reach London. An arrival a couple of hours earlier would have won him the prize.

I have always said that the greatest men in the world are the most approachable, the most friendly. So it was with the deepest humility that I accepted for safe-keeping his original pilot's and journey log-books and his various flying licences — collector's items which I shall greatly cherish.

I wonder what Mr. J.R.D. Tata would say if I told him that towards the end of his historic tape-recording, the microphone packed up. And I went back to my office congratulating myself that I had received history on tape — only to be confronted, horror of horrors, by blank tape.

So, by the time this appears in print, I will be on leave, somewhere in Goa, in a remote village with no telephones, no telegraph office.

But as MacArthur said when he left the Philippines "I will be back". And if the history of aviation is locked in the breast of the incomparable J.R.D. Tata, then that breast must be unlocked.

P.S. I'm sorry that I unfairly "beat the Bush", but, thank goodness, the tape-recording was perfectly okay. The tape was blank because it was 'flipped over' before it had reached the end!

Magic Carpet 20 YEARS AGO — OCTOBER 1957

NEW LONDON OFFICE

NINE years have passed and yet it seems like yesterday when we set up Tatas' office at 18 Grosvenor Place as our London base. Sir Fredrick James kindly gave us his spacious and elegant waiting room on the ground floor and this became Air-India's temporary headquarters in January 1948.

I had just returned from New York after spending three weeks there purchasing cabin service items for our new aircraft — our old and faithful 749s!

Accompanied by our present RTM, U.K. we walked the streets of the West End with our estate agents, on the look out for a booking office and 56 Haymarket was eventually located. It was our first home in London and rendered as good and lucky service.

And today we have once again found excellent premises in New Bond Street, so it will not be long before we leave both Curzon Street and 66 Haymarket, and move bag and baggage into our new abode. If progress can be associated with changes of address, we haven't done too badly in London.

S.S.K.

AWARD FOR SUGGESTION

MR G.D. JADHAV, Chargeman, Aircraft Servicing Division, Santa Cruz, has been awarded Rs. 50 (Rupees fifty only) in appreciation of the suggestion made by him in designing a pneumatically operated rivetting gun for cherry rivets. With the aid of this gun, Aviation Engineers say, the work of cherry rivetting can be done much faster than with the G-11, cherry rivetting gun — which is presently in use in our Works.



SOUTH INDIA

TO the melodious strains of ceremonial Nadaswaram music fifty-seven foreign journalists arrived in Madras last month to participate in a two-week programme called "Destination South India".

The programme was planned to promote tourism in the southern region of India and was organised by the Ministry of Tourism and Civil Aviation in coordination with Air-India's Tourism Section and the Southern State Governments.

Inaugurating the programme, the Chief Minister of Tamil Nadu, Mr M.G. Ramachandran, (photo above) welcomed the delegates and said that "Destination South India" would help to promote tourism to South India. He said that South India in general and Tamil Nadu in particular has a marvelous mosaic of tourist attractions, depicting its ancient culture, glorious traditions and remarkable history which has been a subject of tourist study. He

expressed the hope that the visit of international media representatives would usher in a new era in tourism to the southern region and would encourage southern states in their efforts to promote tourism.

After their four-day stay in Madras which included a sight-seeing tour of the city, a visit to the Kapaleeswarar temple to witness a religious ritual and an excursion to Mamallapuram (Mahabalipuram, a sea-side resort), the visiting journalists embark on three separate itineraries covering Tamil Nadu, Kerala, Andhra Pradesh, Karnataka and Goa. They reassembled in Bombay and concluded their programme with a Question Answer session on "South India as a Tourist Destination".

Rajasthan is another area where a similar project will be launched to coincide with the 250th celebrations of the Pink City of Jaipur in November this year.

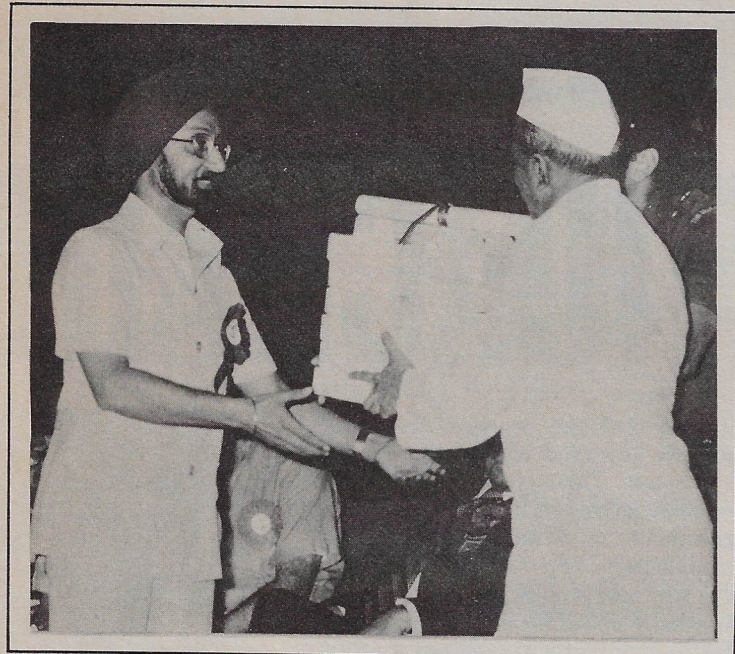


Aussie Walk-In

THE Australian Expedition left Sydney recently to climb the Changabang, known as the "Matterhorn" of the Himalayas. The expedition led by Sydney Climber, Gary Mathews, includes Malcolm Noble, Andrew Henderson, Charles Cuthbertson and Martin Henderson. The mountaineers have had considerable experience of climbing in the Alps of New Zealand and Europe and are active members of the Australian Section of the New Zealand Alpine Club. Changabang is a 22,500 foot rock and ice peak situated in the Garwal Himalayas and the expedition's walk-in will

take a week of traversing the Himalayan foothills to the base camp at 18,000 feet. Their journey will take them into the fabled Nanda Devi Sanctuary, a huge cirque of peaks crowned by Changabang. The first camp will be at the base of the glacier, from where the climbers will ascend the ridge between the peak Kalanka and Changabang and onto the tortuous ice knife ridge to the summit. They plan to complete the ascend in three weeks. Capt M. S. Kohli, (third from right) was present at Sydney Airport to bid the team bon voyage.

TOWARDS MORE AWARDS



THIS year Air-India clinched a number of awards, both national and international. The trend was set early this year when the Magic Carpet won the second prize in the Best Overseas publication category in a contest organised by the American Airline Editors' Forum. Last month Vice President Mr B.D. Jatti Presented Air-India with nine awards for excellence in printing and designing at an impressive function at Vigyan Bhavan in New Delhi. Mr L.K. Advani, Minister for Information and Broadcasting, was also present at the function. Air-India won five first prizes for two advertisements, a publicity booklet, a poster, a folder and a display card. The Air-India's 1977 calendar won the second prize, while a black and white advertisement won a certificate of merit. The



December 1976 issue of the Magic Carpet was also awarded a certificate of merit. Mr Ajit Singh, Manager Northern India received the awards on behalf of Air-India. The August, 1977 issue of Magic Carpet won an award at the Ninth Annual Convention of the Indian Association of Industrial Editors recently. The award was received by the Editor Capt J.R. Martin in Bombay.



MAGIC CARPET: Mr Tata, we all know that you were the first pilot licensed in India, when many of today's Air-India family were not even born. When was that, and how old were you then?

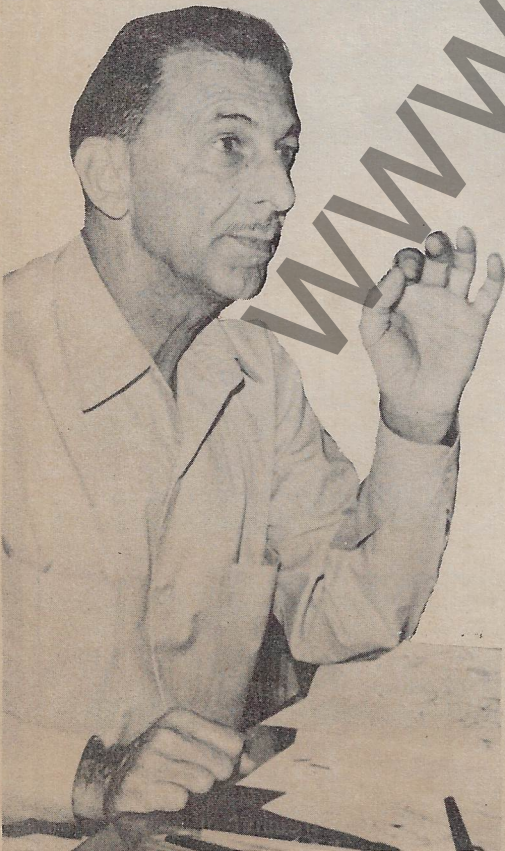
J.R.D. TATA: My licence, the first one issued in India, is dated 10th February 1929, nearly forty-nine years ago, when I was 25, which gives you an idea of the venerable age I am today!

MC : Why did you take to flying, Sir?

JRDT: I guess the only answer is that I was nuts about flying from my childhood which coincided with the very early days of aviation. Because my mother was French, I spent with my family part of my early holidays at a seaside resort in France where we were friends of the Bleriot family. As you may know, Bleriot was the Lindbergh of his day, having been the first to fly across the Channel to England. He had a villa at the same seaside resort not far from where he took off on his momentous flight, and where Bleriot aeroplanes occasionally landed on the beach, much to our excitement. One day in 1919, from the same beach I flew for the first time in a pre-World War I type of aircraft flown by a barnstorming pilot. From then on I dreamed of nothing but learning to fly. I had to wait until 1929, when the Flying Club movement started in India and the Bombay Flying Club was launched by Sir Victor Sassoon on the Juhu Aerodrome, which was nothing then but a mud flat and useable only in the dry season in those days.

MC : Who trained you as a pilot?

JRDT : A naval pilot called Commander Cummings, retired from the Royal Navy, was the Instructor selected by Sir Victor. He used to fly fighters from the deck of early aircraft carriers and had never been an instructor before he came to Bombay. If he had he probably would not have released me on my first solo after only 3½ hours of dual, nor would he have forgotten to include spins and recovery from spins in his training programme! This, incidentally, nearly cut short my flying career and my life, for



as soon as I got my licence I began to practice aerobatics, learned from reading books, and found myself one day in a spin at full throttle. It happens that recovery from a spin requires the pilot to do just the opposite of what seems natural. Fortunately I remembered reading this before hitting the ground.

MC : When you learned to fly in 1929, did you think you would start an Airline three years later?

JRDT : No, I cannot say I had more than a vague hope that one day I would be involved in the creation of an airline. My immediate interest was to do as much flying as possible for the joy of it. I haunted the Bombay Flying Club every moment I could, with the result that within a year I was recruited as an Honorary Instructor, a duty which I happily performed every week-end. The fact that I got lots of hours of flying at no cost to myself doubled my pleasure!

MC : Sir, could you tell us something of how you started the airline 45 years ago?

JRDT: Actually, the project was initiated by Nevill Vintcent, an ex RAF officer who, with another RAF friend of his called Newall, came to India in 1930 or so, in an old DH-9A and barnstormed the whole country. Vintcent was not only a fine pilot but an able man with a vision, who saw an opportunity coming to India to start an airline for the carriage of mail brought to India by Imperial Airways, the British airline's predecessor of today's British Airways, who were planning to operate a service to Australia through India. The Karachi/Calcutta sector was, interestingly enough, intended to be operated by large flying boats using lakes and rivers across India with the financial participation of the Government of India. There was no proposal in that project for any extension to Bombay and Madras. Vintcent prepared the project for an airmail service to connect with Imperial Airways at Karachi and to carry mail to and from Madras via Bombay and Ahmedabad. He offered the project to Sir Homi Mehta whose son, Russi Mehta he had come to know. When the negotiations failed, Vintcent came to me. I jumped at the proposal. The estimated cost of operating the service with two small mail planes would be small and with a small mail subsidy it should be profitable, or at least make no loss.

MC : Was there any opposition from your colleagues?

JRDT : Well, I cannot say they were enthusiastic. In fact, Sir Dorab Tata, the then Chairman of the Firm, at first turned the project down flat. Fortunately he was persuaded to change his mind by a senior colleague of mine, John Peterson, an ex-member of the ICS and then Director-in-Charge of the Tata Iron and Steel Company, who knew how keen I was on the project. He was a man of great intellectual accomplishments whom I was fortunate to have as friend, mentor and adviser in my early years in business.

MC : Did you foresee for yourself a full time flying career at that time?

JRDT : No, but having obtained my professional licence in England I intended to do my share of flying the mail

THE CHAIRMAN

with Vintcent and the two whole-time pilots we recruited within a few weeks of the start. There was no question of my being paid for it, as I was a paid director of Tatas and had other responsibilities.

MC : Sir, would you care to say something more about Nevill Vintcent? You refer to him as the founder of aviation in India. Is this modesty on your part or is it really true?

JRDT : He was indeed the founder of Indian air transport, because it was he who visualised the possibilities at the right time, worked up the scheme with great care and having joined Tatas as a partner in the venture he organised the service, small as it was, in every detail. We became very close friends and worked together with one mind. He was a remarkable man. Apart from his professional abilities and talents as an organiser, he was cast in a heroic mould with a powerful physique which had enabled him at one time to be heavy-weight boxing champion in the RAF in which he had a fine career. As an example of the courage and the physical strength of



Exclusive 45th Anniversary with Mr. J.R.D. Tata

A Special Message from Mr J.R.D. Tata,

It only shows what high morale and united effort can do."

I appeal once again to all our Unions and Associations, family, to cooperate with Management in further improvement of the Corporation. I sincerely believe that there would have been all of us if we had set up the Joint Consultative Council proposed some years ago but for which we could not get the necessary support. We shall jointly establish this important instrument of mutual co-operation where we could discuss frankly and freely the plans and problems matters concerned with the running of this great enterprise in the highest status in national leadership and international recognition.

I realise and sympathise with the view of some of our people that the best in the world, that your rewards do not compare with the rewards that exist not only in Air-India but throughout the field of industry. I have in the past pressed for better emoluments, wherever I have been, and hope that some progress will be made in the near future. The poorest countries in the world and that the vast majority of the population living immeasurably lower than that of any of us in the world, are in the option but to accept and carry out the decisions and relieving the terrible poverty that oppresses our people.

My heart and my wishes are with you on this project of the nation.

the man, I recall the occasion when Vintcent, as a Flight Lieutenant in the RAF, distinguished himself in the course of a skirmish between the British and Kurd or Bedouin tribes in the Syrian desert. One evening, Vintcent and his gunner who had force-landed in the desert with engine trouble, were attacked in the middle of the night by a band of these tribesmen, who saw an easy chance to destroy both plane and crew. Vintcent got out of the plane and, although the DH-9 was quite a heavy aircraft, lifted its tail on his shoulders and, moving from side to side, kept the plane facing the enemy to enable his gunner in the front cockpit to fire the plane's machine guns. The enemy was put to flight and Vintcent earned a well deserved decoration for bravery.

MC : We understand that Mr Vintcent met his death in the service of Tatas.

Could you tell us how it happened?

JRDT : During World War II, by which time Tata Airlines were well established and beginning to make money, Vintcent and I decided to assist the war effort by undertaking to build the famous De Havilland Mosquito light bomber in India for the RAF. A new company called Tata Aircraft was created and a factory was put up at Poona. In connection with the project Vintcent had to pay a number of visits to England. On his last trip, in order to speed his return, he got a lift on a Hudson Bomber flying to Egypt. They were shot down off the West Coast of France by a German fighter which brought to an end the life of a fine and gallant man to whom India will ever be indebted for the pioneering part he played in the birth and early growth of Indian air transport. The aircraft project and his death, alas,



N LOOKS BACK



Anniversary Interview on the Red Carpet

Chairman, Air-India (Contd. from Page 1)

...and also to the individual members of the Air-India...
...communications and human relations within the...
...been better understanding and cooperation between...
...outside the field of collective bargaining which I had...
...necessary approval and support at the time. I still hope...
...consultation and understanding with the help of which...
...of the Corporation and exchange views and advice on all...
...prise which we have together brought to its present...
...ion.

...whose professional skills and expertise are equal to the...
...with those enjoyed by your peers abroad. This situation...
...government administration and public sector enterprises...
...these are justified by skills and expertise; I shall continue to...
...future. Let us not forget, however, that ours is one of the...
...of its people have to bear the miseries of a standard of li...
...line. Furthermore, as a government enterprise we have no...
...policies of our Government, faced with the prime task of

...day and in this great endeavour of ours in the service

J.R.D. Tata
J.R.D. Tata

“To me it was the fulfilment of the dream which had begun in my early youth.”

proved in vain, for the British Government decided that instead of building the Mosquito, Tatas should build invasion gliders, a proposal that proved ridiculous when they subsequently discovered that the gliders would have to be towed over 1500 miles to the Japanese theatre of war, and they didn't have towing aircraft for the purpose!

MC : To return to Tata Airlines, since you were already a Director of Tatas, how much of your time did you devote to the Airline in its early days?

JRDT : Considerably less than I devote now to Air-India! The operation was small, Vintcent did most of the work as Managing Partner and Chief Pilot, the staff at Juhu was a tiny one consisting of a licensed engineer, a few mechanics and cleaners, and two fulltime pilots.. Homi Bharucha was the first, and B.K.N.

Rao, who retired from Air-India as recently as 1968 as an administrator, was the second.

MC : While we all know the route you took on your first air mail flight October 15, 1932, we would like to know the problems you faced, the facilities that were available to you, your own feelings and emotions. You were a young man on this historic occasion, you must have been apprehensive. We would like to know more about this particular flight than what we have read.

JRDT : To begin with, as the flight was to start from Karachi, I had to position the plane there, which I did on October 12, 1932. At Karachi, after a brief ceremony from the Postal Department who handed over to me a couple of pitifully small bags of mail, I took off 5 minutes after the ETD of 6.30. As I cruised at the breakneck speed of 100 mph over the Indus, and the Sind Desert and the Rann of Cutch, my thoughts were both joyful and thankful on the fulfilment of a long awaited project to which Vintcent and I had devoted so much time, energy, love and

after a lemonade and a brief talk to the press. Even so, I arrived 15 minutes late at Bombay where I transferred the mail to Vintcent who had our second plane ready and took off immediately for Madras.

MC : What did you feel on having made it?

JRDT : I was naturally thrilled and happy at having successfully completed this very first step of the infant airline. It was the second most exciting day of my life, the first being the day I flew solo. From a pilot's point of view, it was an easy and trouble-free step, significant only because it was the first and because of the public interest it aroused in the potentiality of air transport in India. The then Government of India had shown no interest in our efforts and refused to give us any support other than to let us fly the mail on payment only of the mail surcharge represented by the extra stamps which the public had to put on their letters if they wanted them carried by air instead of by train or ship to Karachi. Government were not prepared to spend a penny to speed up mail, but graciously accepted our services free of cost to them. Furthermore, no facilities were given to us along the route. There were no navigational aids of any kind to help us to get through with the mail in our primitive little planes, even radio, to guide us in bad weather.

MC : If you will agree to give us another interview later, Sir, we would like to ask you to recall some of the trials and tribulations of Tata Airlines and Air-India before it spread its wings abroad. Today, could you tell us how Air-India International was formed, and what made you feel you could compete with large and experienced international carriers like TWA, KLM and BOAC, who were already operating to and through India?

JRDT : Even in the early days Nevill Vintcent and I used to dream of the day we would spread our wings across the seas to foreign lands. By the time Tata Airlines became Air-India in 1946, I was satisfied that we had attained the capability both in the air and on the ground to operate a first class service to England. There were some risks involved, of course, but I felt that provided we used the best available planes and offered the highest possible standards of service, we would obtain sufficient support from the travelling public, particularly Indians, to ensure economic viability. We had first, however, to contend with a tentative decision of Government to organise an independent state owned airline of their own. It was clear that bold and decisive action on our part was required if we were not to be permanently left out of international operations. I knew that it would take Government at least two years to build up an international airline from scratch, whereas with our expertise and experience we could make a much quicker start if only early deliveries of planes were available. While we were negotiating with Douglas for DC-6 aircraft, an offer came from Lockheed for quick delivery of three Constellations originally reserved for TWA who had not picked up their option for them. This would enable us to start operations in May/June 1948, or at least two years earlier than Government could on their own.

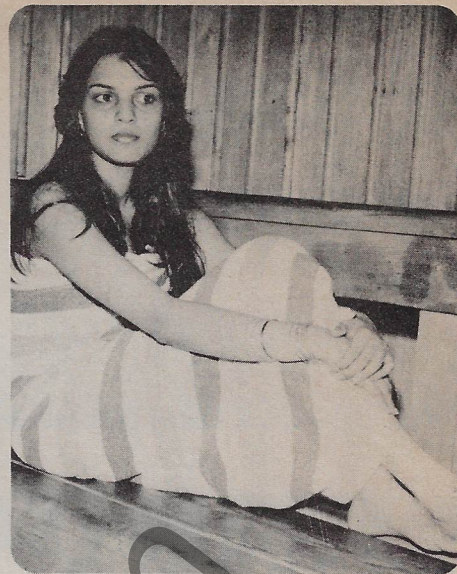
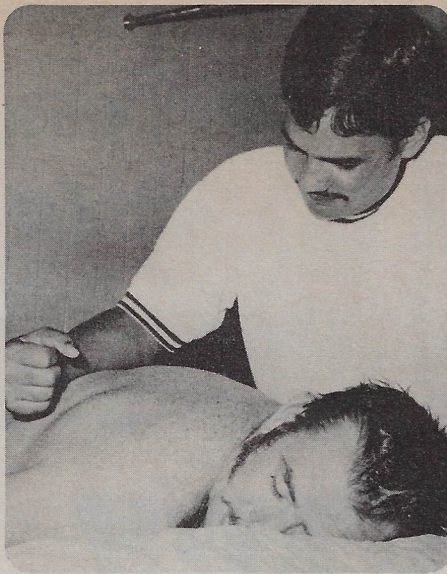
So, in the fall of 1947, when Government were deeply pre-occupied with the crisis of partition and with many other national and international problems, I sent them a memorandum in which Air-India offered to create Air-India International as a joint project in which Government would take up 49% of the capital and Tatas would undertake to hand over to Government 2% out of their own holding any time they asked for it. To my pleasant surprise, bordering on amazement, Government approved the proposal in toto within a few days, in spite of, or perhaps because of, their heavy pre-occupations in other more important and urgent directions. It was thus that Air-India International was born and its service to London, via Cairo, inaugurated on the 8th of June 1948, at least two years earlier than could otherwise have been possible.

I flew as a passenger on the first flight, and to me the joy and the feeling of accomplishment was of the same order as on the inauguration of Tata Airlines 16 years earlier.

Running an airline, however, was a task which required the coordinated efforts and cooperation of a varied and versatile group of experts. We had that in ample measure, and with the excited enthusiasm of all concerned the difficult and complex job of expanding our organisation and adapting it to the needs of a highly competitive international operation was completed even faster than I had hoped or believed possible. It only shows what high morale and united effort can do. To me it was the final fulfilment of the dream which had begun in my early youth. □

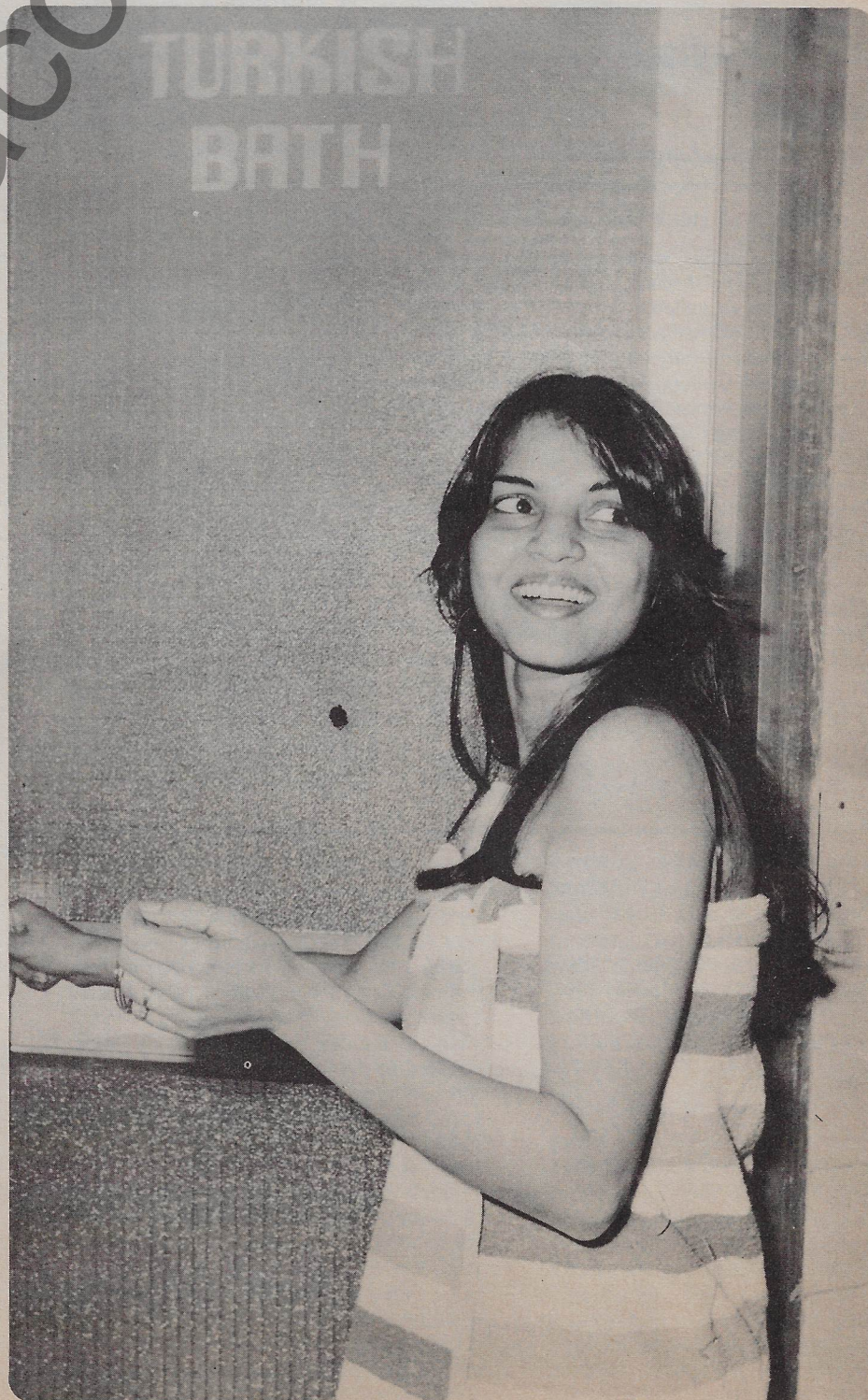


HEALTH CLUB



How It Works

CENTAUR'S Health Club is tucked away in a small corner of the hotel. MAGIC CARPET visited the Club and took in the entire range of services that the Club offers. Presently run under the stewardship of Vijith Kuruppu, it caters mainly to passengers who come on long-distance flights. When a house guest walks into the Club, he checks in at the reception, registers his name, changes and takes his turn on the plethora of mechanised gadgets which give him the right exercise for his muscles. The range is extensive — the keep-fit-room; the walker, the jogger, the exercycle, the vibrator and the electric massager — all help in easing up a tired body. After a long flight, when the body aches and the joints creak, a sweat-out in the sauna or a turkish bath is ethereal, followed by a shower at 7° temperature to circulate the blood and relax the body. The Club also offers a choice of a Swedish or Japanese massage. While the former is a rough-up of pummeling and pounding of fists, the Japanese massage is done by an masseur with his fingertips pressed and rubbed into the joints. The massage braces up the body and a dip in the circular-shaped pool with its turquoise blue water, leaves the visitor fresh and enthused. Kuruppu remarks, "The Health Club is frequented mainly by passengers staying in the hotel who have travelled long distances. In fact, we have an arrangement with our restaurant to serve health buffs with health foods and low calorie diets."



Health Club Discounts for Air-India Staff :

Single : Rs. 750

Double : Rs. 1000

For Members :

Single : Rs. 1000

Couple : Rs. 1500

Corporate Membership :

Rs. 2000 (3 individuals)

Rs. 3500 (3 couples)

LETTERS

On The Top

Firstly, I would like to thank you for the helpful and friendly treatment we were given on our Air-India flights to Delhi. It was appreciated.

At Heathrow your photographic agent, a Mr Gordon Tilling of Brenard Press Ltd., took a few shots of us (4) on the tarmac in front of the Air-India Boeing 747. If you have used these in any news sheets or bulletin magazine, I wonder if you could possibly let me have a copy? (Photograph appears in July 1977 issue.)

Further, I thought (in view of the interest you showed) that you might be interested to hear the outcome of our expedition. Four of the party (Gilbert Harder and Eric Roberts on 21 June; Len Smith and Stuart Jones on 22 June.) reached the summit of Nanda Devi by the south-east ridge. Altogether we spent 7 weeks in the mountains; 2 weeks getting from the road head to Base Camp at 5050 metres, 4 weeks climbing the mountain with 4 camps being established and a final week for the walk out.

Thank you for your help with our trip.

Eric Roberts
British Mountaineer
London

Moment of Love

On my way to the Air-India Office one day, I was passing the park gates, when on impulse I went in and looked for the squirrels I'd heard about. Suddenly I saw two sitting daintily on an old log.

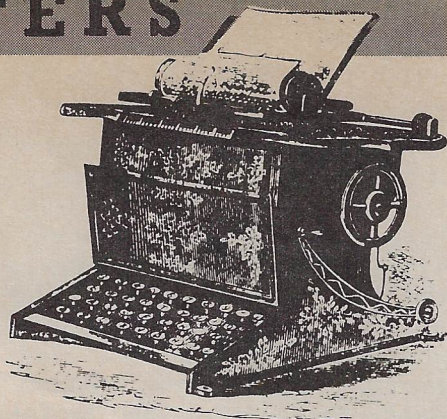
Not being used to squirrels, I was delighted when having called them, one came right up to my hand and let me stroke him. Meanwhile his companion remained comfortably seated, looking on. Then he, too, came down to be patted. For a few moments the world around me stood stock still!

It was unbelievable that in the middle of "mad" London, with traffic roaring by a stone's throw away, I was alone with these two wild creatures with not a soul around. It gave me a beautiful moment of peace and love. I continued to my office feeling curiously refreshed.

Eileen Pearson
London

Good Samaritan

I am the uncle of Tarah Mehta who travelled with her mother Annabell Mehta and Dr Hansa Dalal from Bombay on an Air-India flight, and arrived at Heathrow on Wednesday July 20 at 1315 hrs. Tarah was desperately



ill with acute bone marrow depression, the cause of the illness still being in doubt, and she died before she reached St. Mary's Hospital where she was to be treated.

I write to thank Air-India for the many ways in which the staff gave help and support to my sister during this time of supreme tribulation. I cannot adequately praise your airline for agreeing to undertake the risk of taking the child, attending to her throughout that flight and putting the needs of the child above those of the other passengers. I thank you with all my heart.

I would like to make special mention of Mr Dalal, the Area Manager, the Air Hostess, whose names regrettably I do not know and to Ms Shiller, the duty officer at Heathrow who was most efficient and understanding throughout. I had the job of organising Tarah's medical management when, she got to London. Ms Shiller provided me with all the information and help that I required.

My sister and her husband join me in thanking you all. I know that the service we received was the result of a team effort. Please thank all those involved and tell them that for us Air-India is tops.

Richard Lancaster
Consultant Physician
St. Mary's Hospital, W-9.

Devotion

WE are sorry to note that you have sustained serious injuries when the engineering vehicle was involved in an accident on the way to the airport on July 18, 1977. On behalf of the Engineering Department, I wish you a very speedy recovery.

We are extremely pleased to note that immediately after the accident, oblivious of the serious injuries you had received, you had straight away proceeded to the airport to attend to the service aircraft, and it was only when one of the traffic staff noticed you bleeding profusely that steps were taken to call for a doctor to attend to your injuries. Your sense of devotion to duty under such adverse conditions, is indeed very praiseworthy and in the finest traditions of our Corporation. I am indeed pleased to place on record my deepest appreciation for your sense of duty and responsibility.

Mr Om Sawhny, DE,
in a letter to Mr A.K. Sinha,
Maintenance Manager,
Calcutta.

Transport Facility

I fully endorse the views expressed by Mr V. R. Harshan, Industrial Engineering, Santa Cruz, and Mr R. S. Iyer, Public Relations, Bombay.

May I through this column go a step further and suggest that it would be worthwhile to consider providing transport for staff working at Bombay offices as follows: From Andheri to Nariman Point via New India Building/Kala Ghoda; from Ghatkopar to Nariman Point via V.T./Ballard Estate/Kala Ghoda and from Nariman Point to Kala Ghoda/New India Building/Ballard Estate/V.T./Churchgate/Nariman Point. Alternatively, transport could operate from Old Airport to Nariman Point with a shuttle services between Andheri and Old Airport.

This arrangement would benefit both the Management and the employees, who would be punctual and efficient.

The Transport Section would have to arrange four coaches; two in each direction and another two coaches for the shuttle service. Staff would only be too glad to compensate the operating cost within limits. This welfare measure for the staff will ultimately result in increased efficiency and output.

S. Ganesan,
Traffic Services,
Bombay

Provident Fund

Deductions are being made from the staff salary at the rate of 8½ per cent towards the Provident Fund in Air-India. For this purpose, the Basic Pay, Dearness Allowance and Special Allowance are taken into consideration. Subsequently, the Corporation granted to staff additional D.A.-1, D.A.-2 and

D.A.-3, but the earnings from these are not taken into consideration for deduction towards Provident Fund. If these earnings are taken into consideration, the staff, especially Class III and IV would be benefitted and they would get a larger amount at the time of retirement.

May I appeal to the Management, to calculate Provident Fund contribution on the amount of additional D.A.-1, D.A.-2, and D.A.-3 as well.

U.K. Prabhu Shirodkar
Engineering Administration
Santa Cruz.

Communication Gap

In Air-India the idea of 'Communication Meetings' was first mooted by our Chairman Mr J.R.D. Tata. On August 2, 1977, the staff of Revenue Accounts (Cargo) had a pleasant surprise when our Director of Finance, Mr. C.L. Sharma attended the meeting in our Section. The staff had a free and frank discussion on matters pertaining to their work and other allied problems. Mr Sharma actively participated in the discussions but also took immediate decisions on certain points and gave instructions to the concerned officers to implement them. We understand that Mr Sharma has decided to attend such meetings in other sections too to have first-hand information on matters relating to each section. Undoubtedly it is a healthy trend in Staff-Management relations and is in tune with the present 'Janata' spirit prevailing in the country. The example set by Mr Sharma is worth emulating by heads of other departments.

N. Devadas Menon
Revenue Accounts (Cargo)
Bombay

READERS are requested to send their letters to Editor, Magic Carpet, Air-India Building, 218, Backbay Reclamation Bombay 400 021. Please make your letters brief and to the point. Anonymous letters will not be published. — Editor

AIR-INDIA QUIZ

Questions to Oct. Quiz

1. Can you identify the individual waving from the aircraft window?
2. In which year was this photograph taken?
3. Can you give any information about the individual in the picture?



Answers to Sept. Quiz

1. Louis Satchmo Armstrong, the world famous band leader.
2. Perth.
3. Armstrong's wife, Lucille.

HKGRZ NYCQZ LHRAP LONQZ MEBSD



personnel at a luncheon, when problems were discussed and possible solutions suggested.

Soonoo Ragi

The Hong Kong Affair

OUR Hong Kong office, particularly the sales section, was a hive of activity during the recent visit from Japan of the Regional Director of the GOI Tourist Office, Mr K.N. Kudesia.

"Operation East Asia" was the name of the game and tourism promotion its aim.

On August 10, 1977, leading local travel agents gathered in Hilton's India Room for an evening with Mr Kudesia. A welcome by our Manager HK, Mr T.K.P. Pillai and an introduction by the RD Tourist Office was followed by a beautiful colour film which transported everyone present through the 'Gateway to Pleasure'. The Commissioner for India, Mr M.K. Mangalmurti, wound up the evening by presenting to the winners of the lucky draw attractive prizes from India.



A similar function was held the following evening with the emphasis, this time, on the excellent convention facilities now available in most of our major cities. Two very informative and interesting Air-India films on Delhi and Bombay were shown.

The following day it was across the waves to Macau, where around 250 of the city's elite converged on the Lisboa Hotel to start 'An Indian Affair', each one anxiously hoping to win the first prize in the lucky draw—an Air-India ticket to India with four days hospitality offered by the GOI Tourist Office. The winner, Capt A.H. Araujo, turned out to be an old-time resident of Goa, and was thrilled at the prospect of revisiting India. His delight was even greater when our Manager, very much a family man himself, decided it would be unfair to send off the Captain on his own, and, amidst loud applause, generously presented a second ticket for Mrs Araujo.

Mr Kudesia later played host to our reservations, counter and sales



Farewell To The Consul

A farewell dinner was given by the Joint Committee of India Organization for the departing Consul General, Mr A. Asrani, and Ms Asrani. Photograph shows left to right: Mr A. Asrani, Consul General, New York; Ms K. Kadam; Mr A. Kadam, Assistant to the Regional Director, Air-India, New York; Ms K. Asrani.

M. Chudasama

Feet Go A-Tapping



SOME of the London Airport staff were anxious to hold a dance for the staff to celebrate the Queen's Silver Jubilee. Rumour has it that the girls at Traffic at London Airport were the brain children of this excellent suggestion. After much hard work and despite the hazards of Heathrow's activities and frustrations, over 250 boys and girls gathered at the

Centre Hotel on a Friday night in August, to let their hair down, get their feet tapping and to laugh happily with the sound of music. The dancers enjoyed the tempo of the Malcolm Graham Band and there were many prizes generously given by other airlines and commercial organisations. Picture shows the indefatigable Hector Athayde from Passenger Relations at Heathrow, doing his 'quick-quick-slow' with Vera D'Lima wife of the Manager — London. On behalf of those who attended, a hearty vote of thanks went out from the London staff to the hard working organisers.



On The Craggs

AIR-INDIA London recently welcomed back a party of school boys from the Ampleforth College in Yorkshire, who flew with us to India on a schoolboy expedition to the Himalayas. Their visit to India was a success, in as much as they succeeded in reaching the 18,000 feet peak of Mount Kolahoi. This was quite an achievement for a group of nine boys aged seventeen and eighteen. Over the past year they have trained vigorously for their trip, climbing in Scotland, North Wales and the Lake District. They were accompanied by three teachers and a doctor and one of the teachers Richard Gilbert was the Group Leader and he and three of the boys reached the summit. In the words of the Rev Michael Phillips, who was one of the escorts from Ampleforth College "It was a very difficult and long climb, because technically every rock was a danger as it was loose".



George Says Farewell

'George' Sekaran retired at the end of August from Air-India and automatically from his position as Asst. to the Regional Director U.K. A number of us gathered together

to wish him farewell. Photograph shows Gus D'Lima, Manager-London, making one of the presentations to him. George is going to live in the States where his wife has recently obtained her Ph.D and they are to spend some time together in the States, during which time she will pursue her academic interests.

Running for Funds

Putting on his running shoes before he set out on a 20 mile Sponsored Walk was Hosee Karanjia from Ramp Handling at London Airport. The walkathon was organised by the stewardesses of Laker Airways to raise funds for BREAK, a registered charity, which provides holidays and residential care for handicapped and deprived children. Hosee had to cross several bridges over the River Thames. The Walk took place on a Sunday and started from the Tower of London and round Battersea Pleasure Gardens and back to the Tower. Hosee Karanjia walked twenty-five miles instead of the required twenty and collected from his Air-India colleagues and other friends £ 238 for the Cause.

Trevor Turner



Air-India Kicks A Goal

AIR-INDIA has agreed to sponsor the Slavia Soccer Club until April 1978. Peter Collins, MLA, President of Slavia, said while announcing the sponsorship agreement that "it's great to be aboard with Air-India". He added, "the initial help Air-India is putting into our club will in fact be used to promote soccer in general particularly at the junior level".

Slavia, in conjunction with PRO SPA, a Melbourne promotion company, has developed an exciting soccer promotion campaign aimed at attracting and encouraging young people to participate in this truly great international game.

Mr Les Zelner, Air-India's Area Sales Manager, said, "Air-India is pleased to associate itself with a club like Slavia, which is determined to play its part in not only playing a great sport in Australia, but also in enabling young people from many countries to meet together in a common cause. This is one vital aspect of healthy community development."

"Air-India's involvement in this campaign is the first goal of many we hope to kick over the next few weeks", concluded Mr Zelner.